Wipes in Peru - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Wipes record significant growth, boosted by the use of baby wipes
High levels of competition between brands, with a rising entry of smaller players
Consumers acquire packs with greater numbers of wipes at lower unit prices

PROSPECTS AND OPPORTUNITIES
Wipes continue to grow thanks to efforts being made to improve penetration
Significant growth of private label, with Ninet having a standout performance
Price sensitivity increases as players focus on highlighting benefits to boost sales

CATEGORY DATA
Table 1 - Retail Sales of Wipes by Category: Value 2017-2022
Table 2 - Retail Sales of Wipes by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Retail Wipes: % Value 2018-2022
Table 4 - LBN Brand Shares of Retail Wipes: % Value 2019-2022
Table 5 - Forecast Retail Sales of Wipes by Category: Value 2022-2027
Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

Tissue and Hygiene in Peru - Industry Overview

EXECUTIVE SUMMARY
Tissue and hygiene in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS
Table 7 - Birth Rates 2017-2022
Table 8 - Infant Population 2017-2022
Table 9 - Female Population by Age 2017-2022
Table 10 - Total Population by Age 2017-2022
Table 11 - Households 2017-2022
Table 12 - Forecast Infant Population 2022-2027
Table 13 - Forecast Female Population by Age 2022-2027
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MARKET DATA
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Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wipes-in-peru/report](http://www.euromonitor.com/wipes-in-peru/report).