

Wipes in Greece

March 2024

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Wipes in Greece - Category analysis

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2023 DEVELOPMENTS

Baby wipes drive retail volume growth as consumers appreciate versatility Sustainability shapes innovation and new product developments in wipes Multipacks and large value packs gain market share during rising inflation

PROSPECTS AND OPPORTUNITIES

Domestic brands dominate sales of personal wipes across the forecast period Multinationals lead in home care wipes, with Azax, Swiffer and Dettol driving sales Ingredients and packaging remain the focus of ongoing innovation

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