



Euromonitor
International

Wipes in El Salvador

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

INDUSTRY PERFORMANCE

Selectos and Walmart Drive Value Shift as Brand Loyalty Weakens

Chart 1 - Value-Driven Private Label Gains Ground as Price Sensitivity Shapes El Salvador'S Wipes Market

Huggies 4-In-1 Responds as Parents Seek Multi-Benefit Wipes

Chart 2 - Preventive Health Awareness Fuels Demand for Multi-Benefit Baby Wipes in El Salvador

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Value Brands to Adapt with Skincare Claims as Loyalty Wanes

Chart 5 - Analyst Insight for Wipes

Baby Wipes Usage to Expand as Multifunctionality Reshapes Demand

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark Leverages Distribution and Brand Equity to Reinforce Leadership

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Modern Retailers Expand Reach to Maintain Lead

Online Sales Remain Limited as Shoppers Favour In-Store Deals and Access

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Wipes

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Wipes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in El Salvador - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Scott Drives Value-Led Growth as Affordability Remains Central

Chart 19 - Scott Strengthens Its Value Proposition Through Affordability Focused Portfolio Extensions

Pampers and Rosal Shape Demand with Health and Sensorial Focus

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand for Adult Incontinence Products to Drive Value Growth

Chart 22 - Analyst Insight for Tissue and Hygiene

Personalised Care to Reshape Consumer Expectations

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark Maintains Leadership through Local Manufacturing

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Modern Retail Leads through Value and Assortment

Small Local Grocers Revive Neighbourhood Retail and Boost Value Brand Reach

Walmart and Super Selectos Invest in Digital Platforms to Capture Niche Online Shoppers

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wipes-in-el-salvador/report.