

# Wipes in Colombia

March 2023

Table of Contents

## Wipes in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Declining consumer purchasing power negatively affects demand for wipes  
Baby wipes remains cornerstone of category  
Productos Familia Sancela provides wide-ranging offer

#### PROSPECTS AND OPPORTUNITIES

Lasting rise in hygiene-consciousness  
Economic and environmental concerns remain obstacles for growth  
Arruru baby wipes likely to gain value share at the expense of both private label and name-brands

#### 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 Colombia - 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  
Table 14 - Forecast Total Population by Age 2022-2027  
Table 15 - Forecast Households 2022-2027

### MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2017-2022  
Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022  
Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022  
Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022  
Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022  
Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022  
Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022  
Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027  
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

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## SOURCES

### Summary 1 - Research Sources

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