

Wipes in Egypt

March 2023

Table of Contents

Wipes in Egypt - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Personal wipes maintain growing sales volume despite the sharp increase in prices

Pampers gains share as Johnson's baby wipes leave Egyptian shelves

E-commerce sales increase as bundles and price promotions entice consumers

PROSPECTS AND OPPORTUNITIES

Wipes to continue showing a positive performance due to health awareness

E-commerce continues to gain ground as consumers migrate to the online channel

Quality remains key for parents when choosing baby wipes

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 Egypt - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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-egypt/report.