



Wipes in India

March 2023

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Wipes in India - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wipes continues to record dynamic growth in line with heightened hygiene awareness

Baby care brands focus on wipes to diversify their product portfolios

Intimate wipes remains a niche but is gradually gaining in popularity

PROSPECTS AND OPPORTUNITIES

Affordability and availability will boost sales over the forecast period

Safe and chemical-free claims likely to see greater demand

Further penetration of retail e-commerce likely to increase accessibility

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DISCLAIMER

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