



# Wipes in Ireland

March 2023

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## Wipes in Ireland - Category analysis

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#### 2022 DEVELOPMENTS

Use of home care wipes falls in tandem with the easing of the pandemic  
Facial cleansing wipes posts the strongest growth in volume sales  
Leading baby wipes brands Pampers and Huggies face growing competition

#### PROSPECTS AND OPPORTUNITIES

Overall demand for home care wipes set to continue declining  
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