

Wipes in Mexico

March 2023

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Wipes in Mexico - Category analysis

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2022 DEVELOPMENTS

Wipes remains a front-of-mind category
Innovation drives established and emerging categories
Antibacterial wipes continue to feature heavily in new product development

PROSPECTS AND OPPORTUNITIES

Robust hygiene trend to underpin demand, but price-sensitivity is likely to determine choices
New scents and eco-friendly properties to add value to the wipes offer in Mexico
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DISCLAIMER

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