

Wipes in Slovakia

March 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers appreciate general purpose wipes that offer multi-uses
Window/glass wipes sales rise due to effective cleaning at low price points
Procter & Gamble lead, while Linteo and private label players gain retail value share

PROSPECTS AND OPPORTUNITIES

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Intimate wipes and wipes and refills for dry electro-static wipes rise in popularity

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DISCLAIMER

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