

Wipes in South Korea

March 2023

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Wipes in South Korea - Category analysis

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2022 DEVELOPMENTS

Personal wipes sees a minor volume decline due to low birth rate, but cosmetic wipes sees growth after lifting of COVID-19 restrictions
General purpose wipes become a main tool to clean the house
Premium wipes gain traction in baby wipes

PROSPECTS AND OPPORTUNITIES

Cosmetic wipes will steadily increase as K-beauty gains traction
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DISCLAIMER

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