

Wipes in Argentina

<https://marketpublishers.com/r/WF75A53B5ADEN.html>

Date: March 2019

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: WF75A53B5ADEN

Abstracts

With the exception of baby wipes, all other categories of wipes suffered from low penetration rates in 2018 as the economic crisis limited any possibility of development. Consumers showed a preference for alternative cheaper products, which led to a contraction in the competitive landscape. However, over the forecast period, predicted economic recovery should see an upswing in the performance of wipes as real wages are set to recover, and the elimination of import barriers will enable companies...

Euromonitor International's Wipes in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2023 illustrate how the market is set to change.

Product coverage: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Wipes market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Prospects

Despite Current Low Penetration Rates, Wipes Set To Achieve Positive Forecast Period Growth

Baby Wipes Accounts for the Majority of Category Sales

General Purpose Wipes: Room To Grow

Competitive Landscape

International Companies Lead Wipes

Huggies Holds A Solid Position in Baby Wipes

Private Label Posts Growth

Category Data

Table 1 Retail Sales of Wipes by Category: Value 2013-2018

Table 2 Retail Sales of Wipes by Category: % Value Growth 2013-2018

Table 3 NBO Company Shares of Retail Wipes: % Value 2014-2018

Table 4 LBN Brand Shares of Retail Wipes: % Value 2015-2018

Table 5 Forecast Retail Sales of Wipes by Category: Value 2018-2023

Table 6 Forecast Retail Sales of Wipes by Category: % Value Growth 2018-2023

Executive Summary

Complex Economic Scenario Characterises the Market in 2018

Tissue and Hygiene Volume Consumption Declines

Consolidation Amongst Five Major Companies

Notable Increase in Private Label Driven by Economic Instability

Mild Economic Rebound Expected From 2019

Market Indicators

Table 7 Birth Rates 2013-2018

Table 8 Infant Population 2013-2018

Table 9 Female Population by Age 2013-2018

Table 10 Total Population by Age 2013-2018

Table 11 Households 2013-2018

Table 12 Forecast Infant Population 2018-2023

Table 13 Forecast Female Population by Age 2018-2023

Table 14 Forecast Total Population by Age 2018-2023

Table 15 Forecast Households 2018-2023

Market Data

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2013-2018

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2013-2018

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2014-2018

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2015-2018

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2013-2018

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2013-2018

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2018

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Sources

Summary 1 Research Sources

I would like to order

Product name: Wipes in Argentina

Product link: <https://marketpublishers.com/r/WF75A53B5ADEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WF75A53B5ADEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970