

Wipes in Australia

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Negative publicity surrounding flushable wipes is likely to impact the category in the forecast period. In 2017, the ACCC continued legal action against manufacturers, including wipes manufacturers Kimberley-Clark Australia and Aldi, claiming their products were “flushable” and were able to break down in the sewerage system in the same manner and within the same timeframe as regular toilet paper. The ACCC stated that these claims were deceptive as research has shown that this was not the case an..

Euromonitor International's Wipes in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, 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 2022 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.

Table of Content

Headlines

Prospects

Negative Publicity About Flushable Wipes To Impact Category

Major Brands Will Drive Sales, But Private Label Set To Do Well in Home Care Categories

Internet Retailing of Wipes Trending Upwards

Competitive Landscape

Kimberley-clark Australia Remains the Leader

Private Label Experiences Growth

Eco-friendly Products Struggle

Category Data

Table 1 Retail Sales of Wipes by Category: Value 2012-2017

Table 2 Retail Sales of Wipes by Category: % Value Growth 2012-2017

Table 3 NBO Company Shares of Retail Wipes: % Value 2013-2017

Table 4 LBN Brand Shares of Retail Wipes: % Value 2014-2017

Table 5 Forecast Retail Sales of Wipes by Category: Value 2017-2022

Table 6 Forecast Retail Sales of Wipes by Category: % Value Growth 2017-2022

Executive Summary

Tissue and Hygiene Growth Remains Steady in Australia

Retail Incontinence To See the Strongest Growth

Major Supermarkets Dominate Distribution

Private Label To Continue Growth

Major Players Continue To Dominate the Market

Market Indicators

Table 7 Birth Rates 2012-2017

Table 8 Infant Population 2012-2017

Table 9 Female Population by Age 2012-2017

Table 10 Total Population by Age 2012-2017

Table 11 Households 2012-2017

Table 12 Forecast Infant Population 2017-2022

Table 13 Forecast Female Population by Age 2017-2022

Table 14 Forecast Total Population by Age 2017-2022

Table 15 Forecast Households 2017-2022

Market Data

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2012-2017

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2012-2017

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2013-2017

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2014-2017

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2012-2017

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2012-2017

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2017

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Definitions

Sources

Summary 1 Research Sources

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