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Wipes in Estonia

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Abstracts

In 2023, retail sales of wipes recorded steady growth, though this value growth was largely driven prices increases as inflationary pressures continued to be felt in the country. Intimate wipes experienced robust volume growth in 2023, emerging as the fastest-growing category within wipes. This surge in demand can be attributed to an increased emphasis on personal hygiene among consumers, who are increasingly seeking convenient and effective solutions for maintaining intimate cleanliness. The wi...

Euromonitor International's Wipes in Estonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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;

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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.

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