

Wipes in Portugal

<https://marketpublishers.com/r/WAB4D09D660EN.html>

Date: March 2023

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: WAB4D09D660EN

Abstracts

Wipes remained a dynamic product area in Portugal in both personal and home care wipes in 2022, with growth in the latter category remaining particularly strong. The need for strict hygiene and increased cleaning to help stop the spread of COVID-19 remained a key driver the year. Wipes' convenience due to their disposability and, in some cases, antibacterial claims continued to bring additional confidence to consumers in terms of hygiene. Inflationary pressures were a key contributor to the stro...

Euromonitor International's Wipes in Portugal report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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

WIPES IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflationary pressures contribute to strong value increase in sales in 2022

New products to meet consumer demand

Procter & Gamble leads, benefitting from strong brand awareness and widespread distribution

PROSPECTS AND OPPORTUNITIES

Economic recession might negatively affect demand for wipes

Sustainability increasingly important

Category potential with low per capita consumption

CATEGORY DATA

Table 1 Retail Sales of Wipes by Category: Value 2017-2022

Table 2 Retail Sales of Wipes by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Retail Wipes: % Value 2018-2022

Table 4 LBN Brand Shares of Retail Wipes: % Value 2019-2022

Table 5 Forecast Retail Sales of Wipes by Category: Value 2022-2027

Table 6 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

TISSUE AND HYGIENE IN PORTUGAL

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2017-2022

Table 8 Infant Population 2017-2022

Table 9 Female Population by Age 2017-2022

Table 10 Total Population by Age 2017-2022

Table 11 Households 2017-2022

Table 12 Forecast Infant Population 2022-2027

Table 13 Forecast Female Population by Age 2022-2027

Table 14 Forecast Total Population by Age 2022-2027

Table 15 Forecast Households 2022-2027

MARKET DATA

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Wipes in Portugal

Product link: <https://marketpublishers.com/r/WAB4D09D660EN.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/WAB4D09D660EN.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