

Wipes in Spain

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Wipes recorded current value growth of 1% in 2016. Due to convenience of usage and wide-ranging functionality of these products, the performance of the category remained positive and comparable to average growth posted over the review period. Nevertheless, in Spain, wipes other than baby wipes, which was the leading category with a 55% value share of wipes in 2016, are not considered essential products, which has a negative effect on product growth.

Euromonitor International's Wipes in Spain report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, 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 2021 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.

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