



# Wipes in Spain

March 2024

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## Wipes in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic pressures and the end of the pandemic have a mixed impact on demand for wipes

Sustained demand for facial cleansing wipes proved the resilience of the category

Private label consolidates its dominance in wipes as disposable income falls

#### PROSPECTS AND OPPORTUNITIES

The focus of innovation in the category will likely be sustainability and the use of natural materials

Facial cleansing wipes and intimate wipes are expected to continue growing in demand

Private label producers and health and beauty specialists set to benefit from expanding their offerings to meet demand from more consumers

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