



Wipes in Costa Rica

March 2024

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Wipes in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The role of baby wipes is evolving, with specialised options launching
Private label increasingly improves quality to gain ground
Innovative packaging is emerging on the landscape

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On-the-go product and smaller presentations attract consumers over the forecast period
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Multi-purpose wipes gain ground, while specialised products could drive growth

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DISCLAIMER

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