



# Wipes in Portugal

March 2024

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## Wipes in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers reduce cleaning routines post-COVID-19, negatively impacting sales

Baby wipes benefit from the recovery of the birth rate in 2023

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

#### PROSPECTS AND OPPORTUNITIES

Personal wipes offer the strongest growth opportunity over the forecast period

The balance of convenience and sustainability to drive sales in wipes

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