

Wipes in Egypt

March 2024

Table of Contents

Wipes in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift towards more affordable alternatives Rise of local brands in baby wipes E-commerce sales on the rise

PROSPECTS AND OPPORTUNITIES

Wipes to continue showing a positive performance due to health awareness E-commerce continues to gain ground as consumers migrate to the online channel Quality remains key for parents when choosing baby wipes

CATEGORY DATA

Table 1 - Retail Sales of Wipes by Category: Value 2018-2023
Table 2 - Retail Sales of Wipes by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Retail Wipes: % Value 2019-2023
Table 4 - LBN Brand Shares of Retail Wipes: % Value 2020-2023
Table 5 - Forecast Retail Sales of Wipes by Category: Value 2023-2028
Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

Tissue and Hygiene in Egypt - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 Birth Rates 2018-2023
- Table 8 Infant Population 2018-2023
- Table 9 Female Population by Age 2018-2023
- Table 10 Total Population by Age 2018-2023
- Table 11 Households 2018-2023
- Table 12 Forecast Infant Population 2023-2028
- Table 13 Forecast Female Population by Age 2023-2028
- Table 14 Forecast Total Population by Age 2023-2028
- Table 15 Forecast Households 2023-2028

MARKET DATA

- Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
- Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
- Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
- Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
- Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
- Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
- Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
- Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
- Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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