

# Wipes in Egypt

March 2024

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# 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

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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

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