

Wipes in India

May 2024

Table of Contents

Wipes in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Demand for wipes continues to rise steeply post-pandemic
- Baby wipes remains the biggest category
- The Himalaya Drug Co continues to lead wipes through its dominance of baby wipes

PROSPECTS AND OPPORTUNITIES

- Strong growth expected due to macroeconomic factors
- Chemical-free, eco-friendly wipes to gain traction in the forecast period
- Online distribution channels set to continue to gain popularity on account of convenience

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 India - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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