

# Wipes in the Netherlands

March 2024

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## Wipes in the Netherlands - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Ongoing value sales growth of wipes in 2023 is driven by price Environmental concerns act as a drag on home care wipes Limited product innovation hampers the growth potential of wipes

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Growing focus on wipes categories that attracted lower usage at the end of the review period Reusable wipes becomes a threat to disposable wipes Lack of innovation puts negative pressure on category growth

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