

# Wipes in Peru

March 2024

Table of Contents

## Wipes in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Low prices become the norm, challenging retail value growth of wipes  
Small personal wipes lose relevance as the offer of baby wipes continues to grow  
High levels of competition between brands, with a rising entry of smaller players

#### PROSPECTS AND OPPORTUNITIES

Economic brands gain further ground across the early forecast period  
Wipes continue to grow as penetration improves  
Cross-selling is a key marketing strategy to boost sales in 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 Peru - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture  
Key trends in 2023  
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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## SOURCES

### Summary 1 - Research Sources

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