

# Wipes in Peru

March 2024

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# Wipes in Peru - Category analysis

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#### 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

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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

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