

# Wipes in Dominican Republic

March 2024

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## Wipes in Dominican Republic - Category analysis

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#### 2023 DEVELOPMENTS

Baby wipes is favoured due to their versatility and multifunctional use  
Essity AB focus on key products to drive retail value growth  
Leading brands offer joint purchase of nappies and wipes to drive retail volume

#### PROSPECTS AND OPPORTUNITIES

Baby wipes become increasingly available through various retailers  
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