

Wipes in Portugal

March 2024

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Wipes in Portugal - Category analysis

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2023 DEVELOPMENTS

Consumers reduce cleaning routines post-COVID-19, negatively impacting sales

Baby wipes benefit from the recovery of the birth rate in 2023

Procter & Gamble leads, benefitting from strong brand awareness and widespread distribution

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The balance of convenience and sustainability to drive sales in wipes

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DISCLAIMER

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