

# Wipes in Croatia

March 2024

Table of Contents

## Wipes in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wipes are a quick and convenient solution for hygiene-conscious consumers  
E-commerce records further growth, offering convenience and competitive prices  
Personal wipes benefit from their immaturity

#### PROSPECTS AND OPPORTUNITIES

Convenience and more sustainable products will drive demand of general purpose wipes  
Rising cost of living and sustainability concerns could impact future growth  
New products to support growth of intimate wipes, and wipes and refills (dry electro-static)

#### 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 Croatia - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture  
2023 key trends  
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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