

Wipes in Japan

March 2024

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Wipes in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite overall decline, cosmetic wipes continues to rebound General purpose wipes maintains its decline Daio discontinues the Puana brand to focus on Jokin Dekiru series

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Increasing older population set to support sales of moist toilet wipes A tough forecast for baby wipes A potential move towards more specialised products

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