

# Wipes in the Czech Republic

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Wipes records value growth across the category in 2023 thanks in part to inflationary pressure on prices

Green trends continue to characterise wipes in the Czech Republic and are garnering a wider distribution presence

The competitive landscape remains fragmented with Procter & Gamble coming close to retaking the category lead while retail e-commerce accounts for a growing share

### PROSPECTS AND OPPORTUNITIES

Demand for wipes undermined by ongoing high if falling inflationary context

Baby wipes sees contraction in volume sales over the forecast period

Moist toilet wipes registers significant forecast period growth thanks to increased activity from manufacturers and retailers

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