



# Wipes in the US

February 2024

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## Wipes in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cleaning efficacy, health and convenience influence development of personal care wipes  
Moist toilet wipes and baby wipes posted healthy growth, while disinfecting and sanitising wipes witnessed moderate growth  
Private labels market share increased across personal care wipes

#### PROSPECTS AND OPPORTUNITIES

Sustainability to wield greater influence on future sales and competition  
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