



# Wipes in Costa Rica

March 2024

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## Wipes in Costa Rica - Category analysis

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#### 2023 DEVELOPMENTS

The role of baby wipes is evolving, with specialised options launching  
Private label increasingly improves quality to gain ground  
Innovative packaging is emerging on the landscape

#### PROSPECTS AND OPPORTUNITIES

On-the-go product and smaller presentations attract consumers over the forecast period  
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Multi-purpose wipes gain ground, while specialised products could drive growth

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