

Wipes in India

May 2024

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Wipes in India - Category analysis

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2023 DEVELOPMENTS

Demand for wipes continues to rise steeply post-pandemic

Baby wipes remains the biggest category

The Himalaya Drug Co continues to lead wipes through its dominance of baby wipes

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Strong growth expected due to macroeconomic factors

Chemical-free, eco-friendly wipes to gain traction in the forecast period

Online distribution channels set to continue to gain popularity on account of convenience

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DISCLAIMER

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