

# Wipes in Mexico

April 2024

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## Wipes in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

COVID-19 is no longer a growth factor; home care wipes sees a slowdown after normality returns

Personal wipes remains dynamic through new releases and rebranding

Skin-oriented claims are now top-of-mind for personal wipes

#### PROSPECTS AND OPPORTUNITIES

Convenience trend to underpin demand, but price sensitivity is likely to determine choices

Eco-friendly properties to add value to the wipes offer in Mexico

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