

# Wipes in Saudi Arabia

March 2024

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## Wipes in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Favourable health, social and economic factors push the demand for wipes in Saudi Arabia  
Robust key trends continue to develop and grow the category at the end of the review period  
Key players in baby wipes continue to upgrade product quality and diversify their product offer

#### PROSPECTS AND OPPORTUNITIES

Key players are likely to launch sustainable and eco-friendly variants in the forecast period  
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