

Wipes in the Czech Republic

March 2024

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Wipes in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wipes records value growth across the category in 2023 thanks in part to inflationary pressure on prices
Green trends continue to characterise wipes in the Czech Republic and are garnering a wider distribution presence
The competitive landscape remains fragmented with Procter & Gamble coming close to retaking the category lead while retail e-commerce accounts for a growing share

PROSPECTS AND OPPORTUNITIES

Demand for wipes undermined by ongoing high if falling inflationary context
Baby wipes sees contraction in volume sales over the forecast period
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