

Wipes in Dominican Republic

March 2024

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Wipes in Dominican Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baby wipes is favoured due to their versatility and multifunctional use
Essity AB focus on key products to drive retail value growth
Leading brands offer joint purchase of nappies and wipes to drive retail volume

PROSPECTS AND OPPORTUNITIES

Baby wipes become increasingly available through various retailers
Small convenience packs to gain popularity across the forecast period
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DISCLAIMER

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