

Wipes in Singapore

May 2025

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Wipes in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functionality serves as a differentiator in the mature category of wipes Sustainably-minded consumers opt for green alternatives Skincare trends influence developments in skin-kind wipes

PROSPECTS AND OPPORTUNITIES

Premiumisation trends will support value growth over the forecast period Polarisation also expected, as brands meet different consumer budgetary needs Singapore's ageing population could help to support demand for wipes

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