

Wipes in Spain

March 2025

Table of Contents

Wipes in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising concern with hygiene and skincare supports sales in 2024 Mercadona leads thanks while baby wipes embrace multifunctionality

Supermarkets leads distribution, followed by discounter and hypermarkets

PROSPECTS AND OPPORTUNITIES

Further growth and innovation forecast for wipes

E-commerce to enjoy continued expansion

Sustainability will drive future innovation

CATEGORY DATA

Table 1 - Retail Sales of Wipes by Category: Value 2019-2024

Table 2 - Retail Sales of Wipes by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Retail Wipes: % Value 2020-2024

Table 4 - LBN Brand Shares of Retail Wipes: % Value 2021-2024

Table 5 - Forecast Retail Sales of Wipes by Category: Value 2024-2029

Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

Tissue and Hygiene in Spain - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2019-2024

Table 8 - Infant Population 2019-2024

Table 9 - Female Population by Age 2019-2024

Table 10 - Total Population by Age 2019-2024

Table 11 - Households 2019-2024

Table 12 - Forecast Infant Population 2024-2029

Table 13 - Forecast Female Population by Age 2024-2029

Table 14 - Forecast Total Population by Age 2024-2029

Table 15 - Forecast Households 2024-2029

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024

Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024

Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024

Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024

Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024

Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024

Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wipes-in-spain/report.