



# Wipes in Taiwan

March 2024

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## Wipes in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wipes continue to expand, thanks to enhanced hygiene habits forged during the pandemic

Home care wipes and floor cleaning systems post continued growth, thanks to contribution of market leader Farcent Enterprise Co Ltd

Moist toilet wipes post fastest growth rate

#### PROSPECTS AND OPPORTUNITIES

Market for wipes will continue to expand

International and local brands will focus on developing more eco-friendly products

E-commerce will continue to gain traction

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