



Euromonitor
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Wipes in Taiwan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wipes sees a healthy performance, with personal care wipes and general purpose wipes in the lead
Kang Na Hsiung maintains its lead thanks to strength of Carnation brand
Grocery retailers remains the main distribution channel for wipes, with retail e-commerce also holding a notable share

PROSPECTS AND OPPORTUNITIES

Wipes is expected maintain healthy growth, with the most dynamic CAGR expected in moist toilet wipes
Wipes set to remain divided between international and local players
Both online and offline channels will remain important over the forecast period

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Tissue and Hygiene in Taiwan - Industry Overview

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DISCLAIMER

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