



Euromonitor
International

Wipes in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite overall decline, high value growth for facial cleansing wipes
Yuhan Kimberly maintains its lead, while players address the decline in baby wipes
Bulk-buying, and cost-effective wipes are key in general purpose wipes

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Tissue and Hygiene in South Korea - Industry Overview

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DISCLAIMER

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