



Wipes in Indonesia

February 2024

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Wipes in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wipes take on staple-product status post-pandemic

Category sees further segmentation and premiumisation

Mitu leads, followed by Cussons and Mamypoko

PROSPECTS AND OPPORTUNITIES

Strong growth potential remains, with players investing in education programmes

Convenience trend and demand for added-value features to inform innovation

Baby wipes will remain most popular, with sustainability becoming more central to development

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DISCLAIMER

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