

# Wipes in Peru

March 2025

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# Wipes in Peru - Category analysis

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#### 2024 DEVELOPMENTS

Baby and general-purpose wipes grow at the expense of other categories Kimberly-Clark del Perú bolsters its leading position Pharmacies are growing in relevance at national level

# PROSPECTS AND OPPORTUNITIES

Baby wipes will continue to intensify, reducing potential for other categories Brands will take advantage of impulse buying on e-commerce channels Innovation in wipes focuses on sustainability

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