



Wipes in the United Kingdom

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wipes continues to perform positively, supported by habitual use
Procter & Gamble retains lead, while WaterWipes records most dynamic growth
Amazon and e-commerce platforms of grocery retailers popular for wipes

PROSPECTS AND OPPORTUNITIES

Baby wipes and general purpose wipes to continue growing, while deodorant wipes will struggle from niche positioning
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