



# Wipes in Croatia

March 2024

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## Wipes in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wipes are a quick and convenient solution for hygiene-conscious consumers  
E-commerce records further growth, offering convenience and competitive prices  
Personal wipes benefit from their immaturity

#### PROSPECTS AND OPPORTUNITIES

Convenience and more sustainable products will drive demand of general purpose wipes  
Rising cost of living and sustainability concerns could impact future growth  
New products to support growth of intimate wipes, and wipes and refills (dry electro-static)

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