



Euromonitor
International

Wipes in North Macedonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Robust growth for wipes thanks to widespread availability and broad variety of products
Mega Disposables SA leads once again, thanks to strength in baby wipes and general-purpose wipes
E-commerce gains ground at the expense of supermarkets in 2024

PROSPECTS AND OPPORTUNITIES

Growth expected for wipes despite unfavourable demographics
E-commerce will enjoy ongoing growth over the forecast period
As in other categories, sustainability and environmental concerns will drive innovation in wipes

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Tissue and Hygiene in North Macedonia - Industry Overview

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DISCLAIMER

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