

Wipes in Estonia

March 2024

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Wipes in Estonia - Category analysis

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2023 DEVELOPMENTS

Growing emphasis on personal hygiene boosts demand for intimate wipes Facial cleansing wipes thrive amidst active lifestyles With its brands enjoying strong brand recognition, Kodupaber AS maintains its leadership position

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Growing awareness of moist toilet wipes will drive demand Expanding market for facial cleansing wipes Surge in internet retailing

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