



Wipes in Singapore

May 2026

Table of Contents

Wipes in Singapore - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Singaporeans Show a Healthy Appetite for Premium Wipes

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Singaporeans Show a Healthy Appetite for Premium Wipes

Brands Expand Their Eco and Convenience-Led Wipes Portfolios

Chart 2 - Zappy Taps into Clean Wellness Trend

Nufresh and Pigeon Target Wellness and Convenience to Win Shoppers

Chart 3 - Value Sales of Wipes 2020-2030

Chart 4 - Value Sales of Wipes by Category 2025

WHAT'S NEXT?

Brands Respond to Wellness and Digital Shifts with Targeted Innovations

Optimising Online Strategies to Capture Value-Driven Shoppers

Premiumisation and Polarisation Set to Be a Growing Feature of the Market

Chart 5 - Forecast Value Sales of Wipes 2020-2030

Chart 6 - Forecast Value Sales of Wipes by Category 2025-2030

COMPETITIVE LANDSCAPE

Nivea Visage, Biore and Pigeon Defend Leadership through Premium Innovation

Chart 7 - Launch of Pigeon Aqua Baby Wipes Illustrates Convenience Trend

Local Upstarts Like Zappy Steal Market Thunder

Chart 8 - Company Shares of Wipes 2025

Chart 9 - Brand Shares of Wipes 2025

CHANNELS

Supermarkets Strengthen Their Position as Shoppers Seek Convenience and Value

Retail E-Commerce Captures Share as Shoppers Embrace Digital Convenience

Habit, Digital Engagement and Bulk Buying Reshape Retail Dynamics

Chart 10 - Retail Channels for Wipes 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Wipes

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Wipes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Singapore - Industry Overview

EXECUTIVE SUMMARY

Premiumisation Fuels Growth with Consumers Encouraged to Trade up

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Premiumisation Fuels Growth with Consumers Encouraged to Trade up

Chart 19 - Kao'S 2025 Launch of Laurier Super Slimguard Demonstrates Rising Premium Demand

Beautex and Ntpm Accelerate Demand with Sustainable and Convenient Innovations

Chart 20 - NTPM Advances Sustainable Tissue Production

Private Label Is Becoming More Sophisticated

Chart 21 - Private label Offers More than Just Low Prices

Chart 22 - Value Sales of Tissue and Hygiene 2020-2030

Chart 23 - Value Sales of Tissue and Hygiene by Category 2025

WHAT'S NEXT?

Brands Invest in Ultra-Soft Designs as Comfort Sets New Benchmarks

Eco-Friendly Launches Gain Traction as Green Credentials Become the Norm

Digital Convenience and E-Commerce Reshape Shopper Habits and Competition

Chart 24 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 25 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark and Unicharm Sustain Lead as Emerging Brands Gain Ground

Chart 26 - Analyst Insight for Tissue and Hygiene

Purpose-Led Brands Drive Momentum

Chart 27 - Company Shares of Tissue and Hygiene 2025

Chart 28 - Brand Shares of Tissue and Hygiene 2025

CHANNELS

Supermarkets Retain Dominance as Shoppers Value Bulk and Choice

E-Commerce Accelerates with Digital Value Bundles and Privacy

Online Exclusives and Digital Services Reshape Brand Competition

Chart 29 - Retail Channels for Tissue and Hygiene 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wipes-in-singapore/report.