



# Wipes in Mexico

May 2026

Table of Contents

## Wipes in Mexico - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Retailers Drive Value-Focused Innovation as Shoppers Shift to Private Label

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

#### INDUSTRY PERFORMANCE

Retailers Drive Value-Focused Innovation as Shoppers Shift to Private Label

Chart 2 - Private Label Lines Attract Price-Sensitive Shoppers

General Purpose Wipes Broaden Usage as Gentle Claims Win Trust

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

#### WHAT'S NEXT?

Brands Shift to Multipurpose Innovation While Cosmetic Wipes Show Strong Potential

E-Commerce Platforms Capture Loyalty as Bulk Buying Increases

Eco-Friendly Claims Will Provide a Competitive Advantage for Innovators

Chart 5 - Flushable Wipes Gain Popularity

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Kimberly-Clark De México Preserves Lead as Rivals Advance Incrementally

Chart 8 - Analyst Insight for Wipes

Share Gains Driven by Affordability and Innovation

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### CHANNELS

Hypermarkets and Supermarkets Dominate Sales

Online Platforms Slowly Gain Ground but Offline Channels Hold Firm

Chart 11 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 12 - Economic Context for Wipes

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 15 - Consumer Context for Wipes

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Mexico - Industry Overview

#### EXECUTIVE SUMMARY

Retailers Aim to Balance Price with Comfort and Quality

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

### INDUSTRY PERFORMANCE

Retailers Aim to Balance Price with Comfort and Quality

Chart 20 - Premium Products Gain Relevance

Private Label and Bulk Formats Secure the Lead in Household Spending

Chart 21 - Private Label and Bulk Packs Win Favour

Retailers Boost Rapid Access and Convenience with Omnichannel Expansion

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

### WHAT'S NEXT?

Discounters and E-Commerce Accelerate Value-Led Shopping Behaviour

Retail Tissue Will Maintain Dominance as Value and Quality Converge

Wipes and Retail Adult Incontinence Set to Outpace the Market as Innovation and Demographics Align

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Kimberly-Clark Defends Leadership as Private Label Gains Ground

Chart 26 - Analyst Insight for Tissue and Hygiene

Kimberly-Clark Expands Portfolio with Major Acquisition in 2025

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

### CHANNELS

Hypermarkets and Supermarkets Remain Key to Sales

Tiendas 3B and Bodega Aurrera Transform Shopping Patterns with Value Focus

Chart 29 - Tiendas 3B Pursues Rapid Expansion Plan

Online Sales Rise, but Offline Stores Keep Their Edge on Essentials

Chart 30 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-mexico/report](http://www.euromonitor.com/wipes-in-mexico/report).