



Wipes in Uruguay

May 2026

Table of Contents

Wipes in Uruguay - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Kimberly-Clark Repositions Wipes with Premium Packaging and Enhanced Claims

INDUSTRY PERFORMANCE

Kimberly-Clark Repositions Wipes with Premium Packaging and Enhanced Claims

Chart 1 - Kimberly Clark Launches More Premium Packaging for Huggies

Biolube Drives Wellness Innovation as Intimate Wipes Gain Traction

Chart 2 - Value Sales 2020-2030

WHAT'S NEXT?

Intimate Wipes Brands Will Expand Awareness to Unlock Growth Potential

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Softys Expands Leadership as Babysec Outpaces Rivals

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Supermarkets, Small Local Grocers and Specialists Share Top Position as Smuggling Reshapes Sales

Chart 7 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Wipes

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Wipes

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Shifting Demographics and Economic Factors Shape Demand

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Shifting Demographics and Economic Factors Shape Demand

Babysec Premium Pants and Adult Incontinence Products See Diverging Fortunes

Chart 16 - Softys Launches a Premium line of Disposable Pants

Ladysoft Targets Sensitive Skin to Boost Loyalty

Chart 17 - Softys Introduces New Towel for Sensitive Skin

Inclusion Trend Drives Launches of Products Tailored to Different Consumers' Needs

Chart 18 - Kimberly-Clark Launches a New Kotex Pantyliner with Extra Absorption

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Changing Demographics Set to Drive Growth for Retail Adult Incontinence

Premium Nappies and Menstrual Care Set to Drive Innovation as Incomes Rise

Modern Retailers and Retail E-Commerce to Capture Shoppers Seeking Choice and Convenience

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Softys Consolidates Its Lead as Rivals Lag behind

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Retail E-Commerce and Small Local Grocers Grow through Price and Convenience

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Tissue and Hygiene

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Tissue and Hygiene

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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-uruguay/report.