



# Wipes in Chile

May 2026

Table of Contents

## Wipes in Chile - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Retailer Multi-Pack Offerings Drive Value with Affordability

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

### INDUSTRY PERFORMANCE

Retailer Multi-Pack Offerings Drive Value with Affordability

Chart 2 - Larger Pack Options Drive Efficiency and Value in Wet Wipes

Sustainability Demands See Manufacturers Innovate with Biodegradable Wipes

Chart 3 - Aqua Baby Gains Traction in Chile with Sustainable Wet Wipes

Brands Leverage E-Commerce with Subscription Services for Wipes

Chart 4 - Value Sales 2020-2030

### WHAT'S NEXT?

Cosmetic and Intimate Wipes to Drive Premiumisation as Shoppers Value Specialised Care

Eco-Conscious Buyers to Shift Demand as Biodegradable Options Gain Traction

E-Commerce and Ingredient Innovation Reshape Shopper Expectations and Brand Strategies

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Softys Secures Leadership as Value and Promotions Shape Results

Chart 7 - Analyst Insight for Wipes

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

### CHANNELS

Supermarkets Secure Family Loyalty with Accessible Wipes and Strong Promotions

Retail E-Commerce Accelerates Growth as Online Deals and Bulk Offers Gain Traction

Chart 10 - Retail Channels 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 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Tissue and Hygiene in Chile - Industry Overview](#)

### EXECUTIVE SUMMARY

Retailers Leverage Value-Driven Formats to Win Cautious Spenders

### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Retailers Leverage Value-Driven Formats to Win Cautious Spenders

Chart 18 - Private Label Gains Ground

Brands Deepen Loyalty with Flexible Hygiene Subscriptions

Chart 19 - SoftysPrime Simplifies Hygiene with Convenient Subscription Deliveries

Eco-Friendly Tissue and Hygiene Offerings Align with Gen Z and Millennial Cohort

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

## WHAT'S NEXT?

Retailers to Drive Premium Private Label Growth as Value-Seeking Shoppers Demand More

Sustainable Materials Adoption to Accelerate as Consumers and Regulation Push for Greener Solutions

Population Ageing Fuels Growth in Adult Incontinence as Family Size Declines

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Softys Strengthens Loyalty through Innovation and Omnichannel Expansion

Chart 24 - Analyst Insight for Tissue and Hygiene

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Extend Reach with One-Stop Value

E-Commerce and Traditional Trade Reshape Channel Growth Paths

Chart 27 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-chile/report](http://www.euromonitor.com/wipes-in-chile/report).