



# Wipes in Denmark

March 2025

[Table of Contents](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Intimate wipes drives growth as consumers appreciate the benefits for hygiene and self-care  
Essity AB retains its overall lead while Procter & Gamble offers the top brand Swifter  
Discounters lead the distribution channel as consumers seek value

PROSPECTS AND OPPORTUNITIES

Intimate wipes drive ongoing value growth, while moist toilet wipes face challenges  
Retail e-commerce is set to increase its share, bolstered by ongoing urbanisation  
Innovation is expected to focus on plant-based wipes and sustainable credentials

CATEGORY DATA

- Table 1 - Retail Sales of Wipes by Category: Value 2019-2024
- Table 2 - Retail Sales of Wipes by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Retail Wipes: % Value 2020-2024
- Table 4 - LBN Brand Shares of Retail Wipes: % Value 2021-2024
- Table 5 - Forecast Retail Sales of Wipes by Category: Value 2024-2029
- Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2024-2029

Tissue and Hygiene in Denmark - Industry Overview

EXECUTIVE SUMMARY

- Tissue and hygiene in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 - Birth Rates 2019-2024
- Table 8 - Infant Population 2019-2024
- Table 9 - Female Population by Age 2019-2024
- Table 10 - Total Population by Age 2019-2024
- Table 11 - Households 2019-2024
- Table 12 - Forecast Infant Population 2024-2029
- Table 13 - Forecast Female Population by Age 2024-2029
- Table 14 - Forecast Total Population by Age 2024-2029
- Table 15 - Forecast Households 2024-2029

MARKET DATA

- Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### 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-denmark/report](http://www.euromonitor.com/wipes-in-denmark/report).