



# Wipes in Peru

May 2026

Table of Contents

## Wipes in Peru - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Brands Leverage Aggressive Pricing to Accelerate Leadership Shift

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

#### INDUSTRY PERFORMANCE

Brands Leverage Aggressive Pricing to Accelerate Leadership Shift

Chart 2 - Ninet Grows with Aggressive Pricing Strategy

Personal Wipes Outpaces Home Care Wipes as Usage Continues to Expand

Chart 3 - KCC Emphasises Premium Attributes

Manufacturers Adapt Portfolios to Meet as Consumer Demands for Skin-Friendly Wipes

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Discounters to Drive Price Competition as Brands Race to Deliver Value

Personal Wipes Set to Capture Household Routines as Innovation Shifts to Credibility

Chinese Imports Push Wipes toward Value-First Thinking

Chart 6 - Analyst Insight for Wipes

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Landscape Begins to Fragment as Price Wars Reshape Leadership

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### CHANNELS

Supermarkets and Small Local Grocers Grow as Price Focus Intensifies

Emerging Discounter Concepts Accelerate Competitive Shifts and Brand Visibility

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 Peru - Industry Overview

#### EXECUTIVE SUMMARY

Brands Capitalise on Value-Driven Buying with Larger Packs to Aid Value Share

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Brands Capitalise on Value-Driven Buying with Larger Packs to Aid Value Share

Chart 20 - Value Sized Packs Propel Affordable Brands

Consumers Seek Products That Streamline Daily Routines

Chart 21 - Softys' Elite XL Paper

Premium Features Fuel Retail Adult Incontinence Growth

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

## WHAT'S NEXT?

Discounters to Attract Price-Focused Shoppers as Private Label Accelerates

Retail Hygiene Will Maintain Lead as Adult Incontinence Outpaces Growth

Discounters and Economic Brands to Grow through Private Label Ranges

Chart 24 - Analyst Insight for Tissue and Hygiene

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Softys and Kimberly-Clark Defend Leadership as New Rivals Gain Ground

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

## CHANNELS

Small Local Grocers Maintain Channel Lead

Mass Captures Share From Small Grocers with Low Prices and Large Packs

Chart 29 - Retail Channels 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-peru/report](http://www.euromonitor.com/wipes-in-peru/report).