



Wipes in Oman

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Lulu Hypermarket Leverages Value Packs to Win Price-Sensitive Families

INDUSTRY PERFORMANCE

Lulu Hypermarket Leverages Value Packs to Win Price-Sensitive Families

Chart 1 - Lulu Hypermarket Offers Value Packs of its Private Label Baby Wipes

Himalaya Drug Co Meets Rising Demand for Clean-Label Baby Wipes

Chart 2 - Himalaya Drug's 100% Natural Baby Wipes

Compact Travel Packs and Multi-Use Formats Drive Convenience-Led Sales

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Parents Shift Priorities as Ingredient Safety Overtakes Price

Hypermarkets and E-Commerce Reshape Loyalty through Price and Transparency

Companies Accelerate Innovation as Consumer Trust Drives Reformulation

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson'S Leverages Parental Trust to Reinforce Brand Loyalty

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Anchor Family Purchasing with Bulk Deals

Online Platforms Expand Access to Niche Wipe

Retailers Leverage Promotions and Specialisation to Boost Loyalty

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Wipes

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Wipes

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Lulu Hypermarket Leverages Private Label Pricing to Capture Value-Focused Shoppers

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Lulu Hypermarket Leverages Private Label Pricing to Capture Value-Focused Shoppers

Chart 17 - Lulu's Private Label Diapers Offer Affordability

Pampers and Always Drive Premium Growth through Health and Performance Claims

Chart 18 - Pampers Diapers with Aloe Vera Lotion for Rash Protection

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers to Tailor Product Mix as Affordability and Premiumisation Diverge

Nappies and Pants Will Lead Volume Sales While Menstrual Care Will Accelerate on Health Claims

Channel Innovation and Localised Claims to Reshape Business Strategies

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Khimji Ramdas and Napco Group Reinforce Leadership through Value and Innovation

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Meet Demand for Bulk and Value

Online Platforms Accelerate as Premium and Niche Products Gain Traction

Large-Format Stores and Digital Platforms Reshape Value 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-oman/report.