



Wipes in Qatar

May 2026

Table of Contents

Wipes in Qatar - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Big Brands Leverage Value-Led Offers to Maintain Premium Positioning

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Big Brands Leverage Value-Led Offers to Maintain Premium Positioning

Chart 2 - P&G Introduces Mega-Saving Packs to Combine Quality and Affordability

Johnson'S Adds Premium, Skin-Safe Wipes to Capture Wellness Demand

Chart 3 - Johnson'S Reinforces Its Portfolio with No-Alcohol, No-Parabens, Dermatologist-Tested Baby Wipes

Digital Convenience and Skin Health Reshape Shopper Habits in Wipes

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

International Brands to Drive Digital Shift with Pharmacy-Backed Skin Health Claims

Personal Wipes to Lead Value Growth as Micro-Packaging and Convenience Demand Accelerate

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Leverage Trust and Wellness to Widen Lead

Chart 8 - Analyst Insights for Wipes

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Bulk Buying for Families

Retail E-Commerce Gains Traction as Digital Habits Evolve

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 Qatar - Industry Overview](#)

EXECUTIVE SUMMARY

Retailers Drive Value-Focused Growth through Private Label Product Launches

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Retailers Drive Value-Focused Growth through Private Label Product Launches

Chart 20 - Lulu Hypermarket: Private Label Baby Diapers

E-Commerce Accelerates Sales of Bulk and Replenishment Items as Privacy and Choice Become Priorities

Premiumisation and Urban Lifestyles Lift Retail Tissue While Nappies and Wipes Outpace on Volume

Chart 21 - Carrefour Private-Label Baby Pants

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Multipack Promotions and Premium Brands to Reshape Consumer Choice

Quick-Commerce Partnerships to Drive Rapid Delivery and Loyalty Shifts

Local Manufacturing Incentives to Reduce Import Risks and Boost Innovation

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter and Gamble Leverages Brand Loyalty and Innovation to Widen Lead

Chart 26 - Analyst Insight for Tissue and Hygiene

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Retailers Retain Shoppers through Bulk Offers and Loyalty

Online Retailers Accelerate with Privacy and Convenience for Bulk Hygiene

Private Label Product Launches in Hypermarkets Drive Affordability and Choice

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-qatar/report.