



# Wipes in Honduras

May 2026

Table of Contents

## Wipes in Honduras - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Walmart and Huggies Drive Growth by Meeting Price and Health Needs

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

#### INDUSTRY PERFORMANCE

Walmart and Huggies Drive Growth by Meeting Price and Health Needs

Chart 2 - Walmart's Great Value Line

Chart 3 - Huggies Targets Skin Sensitive Parenting Needs

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Parents Embrace Clean-Label and Eco-Friendly Wipes as Birth Rates Expected to Stay High

Younger Generations Drive Demand for Biodegradable and Recycled-Content Wipes

Affordable Multifunctional Wipes Secure Mass-Market Appeal Amid Rising Expenditure

Chart 6 - Analyst Insight for Wipes

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Huggies Leverages Trust and Value Formats to Reinforce Dominance

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### CHANNELS

Supermarkets Expand Assortments and Boost Shopper Engagement with Wipes

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 Honduras - Industry Overview

#### EXECUTIVE SUMMARY

Ahorro Max Captures Shoppers by Blending Price and Quality

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Ahorro Max Captures Shoppers by Blending Price and Quality

Chart 20 - Balancing Price and Performance: Private Labels Strengthen Their Position

Huggies Boosts Growth by Tapping into Preventive Health Demand

Chart 21 - Preventive Health Awareness Shapes Product Preferences

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

## WHAT'S NEXT?

Private Label Brands Set to Expand as Income Constraints Persist

Demographic Shifts to Drive Premiumisation and Innovation in Wipes and Adult Care

Affordability Expected to Reshape the Future Landscape

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Kimberly-Clark Leverages Heritage and Broad Reach to Sustain Leadership

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

## CHANNELS

Supermarkets and Discounters Expand Reach as Pulperías Loses Ground

Omnichannel Strategies Remain Niche as E-Commerce Fails to Scale

Chart 28 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-honduras/report](http://www.euromonitor.com/wipes-in-honduras/report).