



Wipes in Germany

March 2025

Table of Contents

Wipes in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wipes remain essential hygiene item for many local consumers
Procter & Gamble strengthens leadership of wipes, while Hipp grows from low base
Despite dominance of specialists, retail e-commerce makes gains

PROSPECTS AND OPPORTUNITIES

Wipes will continue to appeal to consumers seeking convenience
Sustainability trend to drive demand for more ecological options
Issues relating to flushing of wipes cause increasing concern among Germans

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 Germany - 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-germany/report.