



Euromonitor
International

Wipes in Taiwan, China

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Kirkland and Costco Reshape Buying Habits with Value-Focused Bulk Wipes

Chart 2 - Kirkland Signature Wipes in Taiwan: Price to Weight Ratio

Amcor & Fedrigoni Drive Uptake of Recycle-Ready Sustainable Packaging

Chart 3 - Sustainable packaging from Amcor & Fedrigoni

7-Eleven'S Lifestyle Collaborations and Travel Packs Raise the Bar on Convenience

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Multi-Purpose Wipes and E-Commerce Reshape Household Routines

Format Innovation and Multi-Functionality Drives Value Gains

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Wipes

Kang Na Hsiung and Farcent Preserve Lead as Brand Trust Sustains Value

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

E-Commerce Players Capture Largest Share of Sales with Discounts for Bulk Packs

On-The-Go Wipes Enable Convenience Retailers to Stand Out

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 Taiwan, China - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Urbanisation Drives Convenience Trend with Growth in Bulk Hygiene Purchases

Chart 20 - Familymart's "Faminow" Omnichannel Integration

Terra Wins New Parents by Championing Bamboo-Based Baby Care

Knh Delivers Premium Lines Targeting Skin Health and Eco-Concerns

Chart 21 - Knh Has Pivoted Its 2025 Strategy toward "Clinical-Grade" Hygiene

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Positioning Boosts Value as Households Trade up

Retail Adult Incontinence Accelerates in Line with Needs of Ageing Population

Modern Retail and Eco Claims Reshape Competitive Strategies

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 26 - Analyst Insight for Tissue and Hygiene

Yuen Foong Yu Paper Enterprise Closes Gap as Brand Loyalty Keeps Rivals Strong

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Attract Bulk Buyers with Value and Range

E-Commerce and Bulk Packs Drive Channel Transformation for Hygiene

Online Platforms Win Urban Shoppers with Convenience 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-taiwan-china/report.