



Euromonitor
International

Wipes in Dominican Republic

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

INDUSTRY PERFORMANCE

Supermarkets Drive Wellness-Focused Innovation as Price Remains Key

Personal Wipes Outpaces Home Care Wipes as Usage Broadens

Tena'S Biodegradable Launch Sets New Standards for Health-Conscious Buyers

Chart 1 - Health & Sustainability Narratives Are Converging in the Dominican Wet Wipes Category

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Brands Will Reach New Users, with Personal Wipes Leading Growth

Sustainability Claims and Personalisation Will Drive Consumer Preferences

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Huggies and Pequeñín Expand Reach as Value Brands Gain Ground

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Hypermarket and Supermarket Promotions Drive Shopper Loyalty

Supermarket E-Commerce Platforms Fuel Gradual Online Expansion

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Wipes

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Wipes

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Dominican Republic - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Growth Continues, Although at a Slower Pace, While Polarisation Is Seen

Toilet Paper Continues to Rise as Gold Captures Value-Conscious Shoppers

Chart 17 - Gold Focuses on Affordability and Minimalist Packaging, While Seeking a Connection to Local Identity

Nosotras and Familia Aroma Plus Win by Addressing New Consumer Priorities

Chart 18 - Nosotras Leverages Portfolio Breadth, Scientific Validation, and Natural Ingredient Integration

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Paper Towels and Adult Incontinence to Capture New Demand as Needs Shift

Menstrual Care and Nappies/Diapers Will Adapt to Evolving Consumer Health Priorities

Chart 21 - Analyst Insight for Tissue and Hygiene

Portfolio Segmentation and Education to Drive Business Model Evolution

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Scott and Nosotras Defend Their Positions as Price Rivalry Intensifies

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Colmados Defend Reach as Supermarkets Gain with Promotions

Retail E-Commerce Attracts Niche Shoppers but Remains Limited in Reach

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Menstrual Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Menstrual Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-dominican-republic/report.