



Euromonitor  
International

# Wipes in Israel

April 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Wipes Summary

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

## INDUSTRY PERFORMANCE

Balloons Leverages Skin Wellness Claims to Strengthen Daily Use

Chart 2 - Balloons Expands Wipes with Skin-Sensitive Range

Huggies Navigates Rising Costs with Strategic Pack-Size Changes

Chart 3 - Huggies Reduces Pack Size from 64 to 56 Units in Israel

Albaad'S Plant-Based Innovations Drive Sustainability Focus and Justify Price Premiums

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

## WHAT'S NEXT?

Established Brands to Strengthen Value Focus as Pricing Gains Importance

Personal Wipes Set to Sustain Lead as Home Care Options Lag behind

Chart 6 - Analyst Insight for Wipes

Gradual Material Shifts and Cost Efficiencies Reshape Product Design

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Kimberly-Clark Israel Ltd Adapts to Price Sensitivity as New Challengers Gain Ground

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

## CHANNELS

Health and Beauty Specialists and Discounters Capture Loyalty as Shoppers Seek Reassurance and Value

Retail E-Commerce Regains Relevance through Bulk Buying and Family Convenience

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 Israel - Industry Overview

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Price Sensitivity Drives Private Label Nappies/Diapers and Trade-Down Behaviour

Chart 20 - Private Label Nappies/Diapers Remain Widely Available and Promotion-Led Shrinkflation by Huggies Intensifies Consumer Focus on Value per Unit

Chart 21 - Huggies Reduces Pack Size of Wipes as Part of Shrinkflation Strategy

Modibodi Expands Reusable Underwear, Promoting Sustainable Period Care

Chart 22 - Modibodi Expands Reusable Menstrual Underwear Range

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

## WHAT'S NEXT?

Discounters and E-Commerce Influence Value-Driven Purchasing Decisions

Nappies/Diapers/Pants to Sustain Value Lead within Hygiene

Chart 25 - Analyst Insight for Tissue and Hygiene

Private Label and Cost Efficiency Shape Future Business Models

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Kimberly-Clark Defends Lead as Smaller Players Gain Ground

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

## CHANNELS

Discounters Attract Routine Shoppers with Value on Essentials

Retail E-Commerce Expands for Bulk and Repeat Purchases

Chart 30 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-israel/report](http://www.euromonitor.com/wipes-in-israel/report).