



Euromonitor  
International

# Wipes in Sri Lanka

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Wipes Summary

## INDUSTRY PERFORMANCE

Value Brands and Bundle Deals Reshape Consumer Purchasing

Chart 1 - Bundle Discounts Push Growth in Low-Cost Wipes

Supermarkets Drive Bulk Purchases as Everyday Use Declines

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

## WHAT'S NEXT?

Convenience-Focused Launches and E-Commerce Set to Reshape Consumer Behaviour

Personal Wipes Is Expected to Sustain Value through Portability and Specialist Claims

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Pee Bee Management Services Ltd Sustains Dominance as Rivals Lose Momentum

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

## CHANNELS

Small Local Grocers Dominate as Proximity and Affordability Drive Wipes Purchases

E-Commerce Leverages Bundle Deals but Remains a Niche Player

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 Sri Lanka - Industry Overview

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Cargills Food City Attracts Price-Conscious Shoppers with Deep Discounts

Chart 17 - Cargills Food City Drives Affordability with Discounted Offers  
Baby Diapers Drive Volume as Convenience and Trust Outweigh Price  
Lemme Be Responds to Eco-Conscious Demand with Biodegradable Pads  
Chart 18 - Lemme Be Launches Biodegradable Sanitary Pads  
Chart 19 - Value Sales 2020-2030  
Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Cargills, Keells and Spar Set to Drive Value through Discount-Led Private Label Expansion  
Retailers Expected to Boost Influence as Promotions and Private Label Outpace Brand Loyalty  
Chart 21 - Analyst Insight for Tissue and Hygiene  
Chart 22 - Forecast Value Sales 2020-2030  
Chart 23 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Threadworks and International Cosmetics Defend Lead as Private Label Erodes Shares  
Finex Introduces Car Tissue Canisters to Unlock New Occasions  
Chart 24 - Company Shares 2025  
Chart 25 - Brand Shares 2025

## CHANNELS

Small Local Grocers and Health and Beauty Specialists Lead Distribution  
E-Commerce Platforms Attract Niche Buyers but Remain Supplemental  
Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene  
Chart 28 - Real GDP Growth 2020-2030  
Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Tissue and Hygiene  
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-sri-lanka/report](http://www.euromonitor.com/wipes-in-sri-lanka/report).