



**Euromonitor
International**

Wipes in the United Arab Emirates

May 2026

Table of Contents

Wipes in the United Arab Emirates - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Premium Brands Attract Higher-Income Families with Sensitive-Skin Launches

Chart 2 - Carrefour Uae Broadens Premium Sensitive-Skin Wipes Offerings

Personal Wipes Remains the Largest Category, Due in Part to Population Growth

Chart 3 - Value Sales of Wipes 2020-2030

Chart 4 - Value Sales of Wipes by Category 2025

WHAT'S NEXT?

Rapid-Delivery Online Retailers Set to Accelerate Online-Driven Growth

Chart 5 - Analyst Insight for Wipes

Sensitive-Skin and Eco-Friendly Launches Expected to Win over Higher-Income Shoppers

Chart 6 - Forecast Value Sales of Wipes 2020-2030

Chart 7 - Forecast Value Sales of Wipes by Category 2025-2030

COMPETITIVE LANDSCAPE

Consumer Trust and Brand Recognition Keeps Legacy Brands in the Lead

Chart 8 - Company Shares of Wipes 2025

Chart 9 - Brand Shares of Wipes 2025

CHANNELS

Grocery Retailers Anchor Weekly Family Purchases with Promotions

Chart 10 - Retail Channels for Wipes 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Wipes

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Wipes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Retail Tissue Leads as Price Sensitivity Persists

Private Label Drives Affordability and Convenience for Households

Chart 19 - Carrefour Expands Private Label Tissue and Hygiene Ranges

Premiumisation Sees High-Income Consumers Prioritise Comfort

Chart 20 - Fine Hygiene Expands Premium Tissue and Care Ranges in the Uae

E-Commerce and Bulk Buying Reshape Replenishment and Value Strategies

Chart 21 - Value Sales of Tissue and Hygiene 2020-2030

Chart 22 - Value Sales of Tissue and Hygiene by Category 2025

WHAT'S NEXT?

Online Subscriptions and Pack Mix Optimisation Set to Drive Value Gains

Chart 23 - Analyst Insight for Tissue and Hygiene

Chart 24 - Forecast Value of Tissue and Hygiene Sales 2020-2030

Chart 25 - Forecast Value of Tissue and Hygiene Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Legacy Brands Defend Leadership as Private Label Narrows the Gap

Chart 26 - Company Shares of Tissue and Hygiene 2025

Chart 27 - Brand Shares of Tissue and Hygiene 2025

CHANNELS

Carrefour, Lulu and Union Coop Leverage Variety and Promotions to Sustain Leadership

Chart 28 - Retail Channels for Tissue and Hygiene 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-the-united-arab-emirates/report.