

# Wet Tissues - China - October 2019

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## This report looks at the following areas:

- Nurture niche wet tissue types to booster better quality of life
- Serve the audience with 'for sensitive groups' claim
- Promote makeup remover wipes with skin benefits

The wet tissues category continued expanding with a slightly faster growth rate of 8.8% in 2018 mainly driven by consumers' increasing awareness of personal health/hygiene and their needs for better quality of life across different usage occasions. Common moist wipes have the highest penetration among consumers but other product types like makeup remover wipes, facial cleansing wipes and moist toilet paper are also expected to further grow with the feature of supporting on-the-go usage in different occasions. On the other hand, there are also opportunities for niche product types with consumers' needs becoming more diversified.



"Consumers are actively trying different types of wet tissues in order to seek better quality of life across different occasions. Wet tissues already show an edge over facial tissues/handkerchiefs in playing with children and pets, but potential exists to dig deeper into scenarios like travelling, exercising and dining."

– Yali Jiang, Senior Research Analyst

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- The implications

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## THE MARKET - WHAT YOU NEED TO KNOW

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- **Continuous market cultivation to attract more consumers**
- **Flushable wet tissue launches trendy overseas but seldom seen in China**

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- **Niche but premium brands are more popular among women**

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- **Half of consumers consider safety as the most important factor when choosing wet tissues**
- **Curiosity is the biggest motivation for first use of moist toilet paper**

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