

Personal Care Wipes Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The global personal care wipes market is projected to record a CAGR of 5.4% during the forecast period (2022-2027).

The COVID 19 pandemic has boosted the demand for personal care wipes due to increased consumer concerns regarding personal hygiene and cleanliness. The growing use of personal care wipes for maintenance of hygiene, specifically when access to water is limited, is driving the market.

Furthermore, the benefits of disinfecting wipes for preventing infection due to their disposable nature attract consumers to buy more personal care wipes. Moreover, the key players are concentrating on launching specialized disinfecting and innovative personal care wipes suitable for different skin types.

The rise in the infant population, rapid urbanization, increased disposable income of female consumers, and surge in hygiene consciousness among consumers are the factors driving the personal care wipes market.

Personal Care Wipes Market Trends

Increase in Urban Population

The personal care wipes segment is anticipated to witness significant demand due to the rapid increase in urbanization worldwide. With the rise in the working population and hectic lifestyle, personal care wipes have become an essential part of daily life among the urban population. The increase in disposable income of the urban population is driving the personal care wipes market. Moreover, wet baby wipes are best used before diapering a baby, during patient care, and during post-workout wipes and provide

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

cleansing action and moisturize the skin and soothe and prevent dryness.

Asia-Pacific Region to Witness Significant Demand of Personal Care Wipes

In the Asia-Pacific region, the rising awareness among consumers to use personal care products, mainly to avoid skin problems and infectious diseases, is driving the market growth. The growing expenditure on baby care products is influencing the sales of baby personal care wipes in the region. The significant change in the number of potential buyers in developing economies like China and India is expected to drive the market in the area. Moreover, increasing spending capacity and high internet penetration are changing how consumers buy personal care products. Additionally, manufacturing activity and modernization in healthcare practices, especially in developing countries, will witness significant growth in the personal care wipes market during the forecast period.

Personal Care Wipes Market Competitor Analysis

The personal care wipes market is highly competitive and fragmented, with numerous players competing for a significant position in the market. The key players are adopting various strategies, such as expansion, mergers and acquisitions, partnerships, and new product development, to meet the growing demand. Some prominent players in the market are Procter and Gamble Co., Diamond Wipes International Inc., Kimberly Clark Corporation, and Johnson & Johnson.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Product Type

5.1.1 Baby Wipes

5.1.2 Facial Wipes

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.1.3 Hand and Body Wipes
- 5.1.4 Personal Hygiene Wipes
- 5.2 By Distribution Channel
 - 5.2.1 Supermarket/Hypermarket
 - 5.2.2 Convenience Stores
 - 5.2.3 Specialty Stores
 - 5.2.4 Online Stores
 - 5.2.5 Other Distribution Channels
- 5.3 Geography
 - 5.3.1 North America
 - 5.3.1.1 United States
 - 5.3.1.2 Canada
 - 5.3.1.3 Mexico
 - 5.3.1.4 Rest of North America
 - 5.3.2 Europe
 - 5.3.2.1 Spain
 - 5.3.2.2 United Kingdom
 - 5.3.2.3 Germany
 - 5.3.2.4 France
 - 5.3.2.5 Italy
 - 5.3.2.6 Russia
 - 5.3.2.7 Rest of Europe
 - 5.3.3 Asia-Pacific
 - 5.3.3.1 China
 - 5.3.3.2 Japan
 - 5.3.3.3 India
 - 5.3.3.4 Australia
 - 5.3.3.5 Rest of Asia-Pacific
 - 5.3.4 South America
 - 5.3.4.1 Brazil
 - 5.3.4.2 Argentina
 - 5.3.4.3 Rest of South America
 - 5.3.5 Middle-East
 - 5.3.5.1 South Africa
 - 5.3.5.2 United Arab Emirates
 - 5.3.5.3 Rest of Middle-East

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 Diamond Wipes International Inc.
 - 6.4.2 Procter and Gamble Co.
 - 6.4.3 Kimberly Clark Corporation
 - 6.4.4 Johnson & Johnson
 - 6.4.5 La Fresh Group Inc.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.4.6 Suominen Corporation
- 6.4.7 Edgewell Personal Care
- 6.4.8 Nice-Pak Products, Inc.
- 6.4.9 Body Wipe Company
- 6.4.10 Unicharm International

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID 19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Personal Care Wipes Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

