

Personal Care Wipes - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The personal care wipes market size is expected to grow from USD 16.22 billion in 2024 to USD 23.2 billion by 2029, at a CAGR of 7.41% during the forecast period (2024-2029).

Key Highlights

- The growing focus on personal hygiene is one of the significant factors for the growth of the wet wipes market. Over the past few years, various kinds of wipes, such as intimate, flushable, feminine, and scented wet wipes, have been introduced owing to their diversified applications. Furthermore, owing to highly effective characteristics like on-the-go use and hygiene, substituting handkerchiefs and cotton tissues has gained popularity among consumers worldwide.
- Wet wipes are travel-friendly, easy to use, and more easily disposable than regular soaps, face washes, and other products. Owing to this, working individuals prefer wet beauty wipes for their makeup removal and personal care. Due to increasing incidences of skin allergies and skin rashes, mothers are looking for natural and organic baby wipes. In December 2021, Blue Bear Baby launched sensitive baby wipes that are dermatologically tested, with no alcohol or parabens.
- Moreover, new product launches featuring enticing active ingredients and impactful results positively impact sales. Additionally, the growing demand for clean-label products made from recyclable chemicals and renewable resources is expected to fuel the market growth during the forecast period. The market players are also launching recyclable and environmentally-friendly wipes to cater to consumer demand.
- For instance, in March 2022, WaterWipes launched its 100% biodegradable and plastic-free wipes in the United States market. The company claims that the product is plant-based and compostable. Also, the company mentions that this product is made using 100% green energy, that is, wind.

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Personal Care Wipe Market Trends

Popularity of Effective and Smart Skincare

- With the growing desire for health-promoting and self-care products, the usage of wet wipes is increasing to maintain a healthy skincare routine. Wipes are convenient for removing makeup quickly and cleanly. They can also remove dirt, dust, and impurities from the skin, making it clean and soft.
- Moreover, in line with the growing clean beauty trend, consumers are increasingly choosing biodegradable wipes that are devoid of harmful chemicals, including parabens, sulfates, and phthalates. Market participants are responding by introducing wipes designed for sensitive skin to mitigate the risk of allergies and skin irritations.
- For instance, in May 2022, N&E Innovations launched wet wipes made from durian husks. The company claims that the product is all-natural and environmentally friendly. Working professionals increasingly opt for wet wipes as they are convenient and travel-friendly. Over the medium term, the demand for wet wipes is expected to increase due to product innovations and the escalating demand for personal care products.

North America Holds the Largest Market Share

- Cleansing wipes have become a great alternative to soap cleansing methods among Americans. These wipes are travel-friendly and offer a convenient and easy way to cleanse and care for the skin by conveniently removing dirt, oil, and makeup. Nowadays, these wipes are available with functional ingredients, such as vitamin E, salicylic acid, and green tea extracts, suitable for sensitive skin people.
- Moreover, due to rising awareness among individuals about the health impact of ingredients used in products and the increasing environmental consciousness, manufacturers are offering non-alcoholic wipes made of biodegradable fabric.
- For instance, in June 2022, Spintech USA launched wet wipes made from microfibres and fluff pulp to cater to the needs of hypoallergenic customers. The wipes can be used for baby, hygiene, and beauty care.

Personal Care Wipe Industry Overview

The personal care wipes market is highly competitive and fragmented, with numerous players competing for a significant position in the market. Some prominent players in the market are The Procter & Gamble Company, Unilever Plc, Kimberly-Clark Corporation, Johnson & Johnson Services, Inc., and Unicharm International. These players are adopting various strategies, such as expansions, mergers and acquisitions, partnerships, and product innovations, to retain their position in the ever-evolving market. For instance, in February 2021, WaterWipes launched its new range of premium wet wipes in India, prepared from two ingredients, which are 99.9% water and grapefruit seed extract.

Additional Benefits:

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

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