

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

Market Report | 2024-02-17 | 110 pages | Mordor Intelligence

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Report description:

The Wipes Market size is estimated at USD 19.49 billion in 2024, and is expected to reach USD 25.37 billion by 2029, growing at a CAGR of 5.42% during the forecast period (2024-2029).

Key Highlights

- Growing hygiene awareness among consumers is one of the major factors for the growth of the wipes market. From the last few years, various kinds of wipes such as intimate, wet, flushable, feminine, and scented have been introduced owing to their diversified applications.
- Growing demand for clean-label products made from recyclable chemicals and renewable resources is expected to fuel the wipes market growth including household wipes during the forecast period.

Wipes Market Trends

Increasing Demand for Personal Care Wipes

Increased use of personal care wipes for maintenance of hygiene, specifically when access to water is limited is driving the market from the last few years. Moreover, the benefits of personal care wipes for the prevention of infection due to their disposable nature are attracting consumers to buy more personal care wipes. Rising infant population, growth in urbanization, growing expenditure of female consumers on personal hygiene products are further influencing the personal care wipes segment in the market studied. Moreover, the use of facial wipes to clean face especially while traveling is on an increase among consumers owing to which facial wipes segment is presenting major opportunities for market expansion.

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North America Holds a Significant Market Share

North America holds a significant market share in the wipes market owing to several factors including growing urbanization, changing lifestyles, and increasing the introduction of scented wipes including household and personal care wipes. In addition, the rapid growth of online retailing and increasing product innovation is contributing to wipes market growth in North America followed by Asia-Pacific and Europe. Moreover, in the Asia-Pacific region, growing expenditure on baby care products is influencing the sales of baby personal care wipes in the region. Significant growth in the number of potential buyers developing economies like China and India is expected to drive the market in the region.

Wipes Industry Overview

The global wipes market is highly fragmented. Some of the major key players in the wipes market, globally includes Rockline Industries, Inc., Procter and Gamble Co., Unilever Group, Suominen Corporation, Johnson & Johnson Inc., Nice-Pak International Ltd., Kimberly Clark Corporation, among others.

Additional Benefits:

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

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