

Flushable Wipes Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032

Market Report | 2024-08-22 | 390 pages | Global Market Insights

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Report description:

The global flushable wipes market was valued at approximately USD 3.0 billion in 2023 and is projected to grow at a CAGR of 5.4% from 2024 to 2032. Increased awareness of personal hygiene, bolstered by health professionals' recommendations, has led to a surge in the use of flushable wipes. About 22 million Americans utilize wipes 31 times or more each week. The demand for flushable baby wipes, which are gentle yet effective, is rising as they help maintain cleanliness and prevent nappy rash. This heightened focus on personal hygiene boosts demand for flushable wipes across various demographics and applications and spurs innovations in product offerings.

The overall flushable wipes industry is classified based on product type, scent type, consumer group, material, price range, distribution channel, and region.

The global flushable wipes market can be divided into wet wipes and dry wipes based on product type. In 2023, the wet wipes segment accounted for approximately 68% of the total market share and is projected to grow at a CAGR of 5.5% during the forecast period. Manufacturers are increasingly turning to biodegradable and compostable materials for wet wipes. Both consumers and regulators are pushing for products that decompose easily, reducing their environmental impact. Wet wipes infused with antimicrobial or antibacterial agents are gaining traction, particularly in healthcare and personal hygiene.

The global flushable wipes market is segmented into adult care and baby care based on the consumer group. In 2023, the adult care segment captured roughly 81% of the total market share and is expected to grow at a CAGR of 5.3% during the forecast period. Busy adults, especially those on the move, are placing a premium on convenient personal hygiene solutions. Flushable wipes have become a preferred option for quick and effective cleanliness. Adults are driving demand for wipes suited for various purposes, from hand cleansing and facial care to general hygiene. Adults with sensitive skin or allergies are on the lookout for hypoallergenic and dermatologically tested wipes.

In 2023, North America held a dominant position in the global flushable wipes market with a share of approximately 38% and is projected to grow at a CAGR of around 5.3% during the forecast period. The growth of the North American flushable wipes market is driven by consumer preferences, regulatory changes, and market trends. Consumers are increasingly valuing convenience and hygiene in their choices. Flushable wipes are becoming more popular, especially among those with busy lifestyles. Baby wipes

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remain in high demand, essential for diaper changes and overall infant care.

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