

United States Wet Wipes Market, By Type (Baby Wipes, Facial & Cosmetic Wipes, Hand & Body Wipes, Intimate Wipes, Flushable Wet Wipe, Household/Disinfectant/Cleaning Wipes, Others), By Material (Non-Woven, Woven), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Pharmacies and Drug Stores, Online, Others), By Region & Competition, Forecast & Opportunities, 2020-2030F

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Report description:

The United States wet wipes market was valued at USD 7.12 billion in 2024 and is projected to reach USD 8.41 billion by 2030, expanding at a compound annual growth rate (CAGR) of 2.8% over the forecast period. Market growth is primarily fueled by heightened awareness of personal hygiene, increasing demand for convenient cleaning solutions, and the widespread use of wet wipes across personal care and household cleaning segments.

Key Market Drivers

Growing Preference for Hygiene and On-the-Go Solutions

The increasing prioritization of hygiene and convenience among U.S. consumers is a significant driver for the wet wipes market. With modern lifestyles demanding quick and effective hygiene solutions, disposable wipes have become a preferred choice, especially when traditional cleaning methods are impractical. The COVID-19 pandemic accelerated this shift, amplifying demand for disinfectant and antibacterial wipes used to sanitize hands, surfaces, and personal belongings.

Baby wipes continue to hold a dominant position due to their ease of use and necessity for parents, while facial and cosmetic wipes are favored by skincare-conscious consumers. Additionally, there is a growing interest in flushable wipes as consumers seek more environmentally responsible options. As hygiene awareness continues to rise, the market is expected to grow in tandem.

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Key Market Challenges

Environmental Impact and Regulatory Constraints

One of the primary challenges in the U.S. wet wipes market is the environmental impact associated with non-biodegradable and non-flushable wipes. Many of these products contain synthetic fibers such as polyester and polypropylene, which resist decomposition and contribute to sewer blockages and marine pollution.

Regulatory authorities and environmental advocates are increasingly calling for stricter labeling standards and product composition guidelines-especially for products marketed as "flushable." According to the National Association of Clean Water Agencies (2023), non-flushable wipes are implicated in 90% of sewer blockages across the U.S., prompting municipalities like New York City and San Francisco to enact bans on misleading "flushable" claims.

Some regions have already introduced legislation restricting the sale of non-flushable wipes, compelling manufacturers to explore more sustainable alternatives. However, developing eco-friendly products that maintain performance, affordability, and durability remains a significant challenge. Navigating regulatory compliance while meeting consumer expectations for sustainability puts added pressure on industry players to innovate responsibly.

Key Market Trends

Shift Toward Sustainable and Biodegradable Products

Rising environmental concerns are reshaping consumer preferences in the wet wipes market, driving demand for sustainable and biodegradable alternatives. Traditional wipes made with synthetic fibers contribute significantly to plastic pollution and sewage system issues, resulting in heightened regulatory scrutiny.

In response, manufacturers are innovating with plant-based materials such as bamboo, cotton, and wood pulp, which are more readily biodegradable. Flushable wipes adhering to recognized standards, such as the INDA/EDANA "Fine to Flush" certification, are gaining popularity as environmentally safer options. Additionally, the use of water-based and chemical-free formulations is on the rise, minimizing ecological impact.

Packaging innovations-including recyclable materials and reduced plastic usage-also align with the broader sustainability trend. As consumer eco-consciousness continues to grow, demand for environmentally friendly wet wipes is expected to accelerate, pushing companies to prioritize sustainability in both product design and corporate strategy.

Key Market Players

- [] Nice-Pak
- [] Kimberly-Clark Corporation
- [] The Clorox Company
- [] Procter & Gamble
- [] S.C. Johnson & Son
- [] Diamond Wipes International Inc.
- [] Georgia-Pacific
- [] Essity
- [] Domtar Corporation
- [] Seventh Generation.

Report Scope:

In this report, the United States wet wipes market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- [] United States Wet Wipes Market, By Type:
 - o Baby Wipes
 - o Facial & Cosmetic Wipes
 - o Hand & Body Wipes
 - o Intimate Wipes
 - o Flushable Wet Wipe
 - o Household/Disinfectant/Cleaning Wipes
 - o Others

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-□United States Wet Wipes Market, By Material:

- o Non-Woven
- o Woven

-□United States Wet Wipes Market, By Distribution Channel:

- o Supermarkets & Hypermarkets
- o Convenience Stores
- o Pharmacies and Drug Stores
- o Online
- o Others

-□United States Wet Wipes Market, By Region:

- o South
- o Midwest
- o West
- o Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States wet wipes market.

Available Customizations:

United States wet wipes market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

-□Detailed analysis and profiling of additional market players (up to five).

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