

# **Healthcare Wipes Market By Product Type (Dry Wipes, Wet Wipes) , By Distribution Channel (Supermarkets/Hypermarkets, Departmental Stores, Drug Stores and Pharmacies, Online, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

The healthcare wipes market was valued at \$12.2 billion in 2023, and is projected to reach \$23.2 billion by 2033, growing at a CAGR of 6.6% from 2024 to 2033.

Healthcare wipes are single-use disposable products designed to clean; sanitize; and disinfect surfaces, equipment, and even skin in medical environments. These wipes are pre-moistened with disinfecting solutions and come in various types, including antimicrobial, antiseptic, and alcohol-based wipes. They are essential for minimizing the risk of cross-contamination, especially when dealing with pathogens, harmful microorganisms, or patients with compromised immune systems.

The growth of the global healthcare wipes market is driven by rise in need to prevent hospital-acquired infections (HAIs). This is attributed to the fact that healthcare wipes play a crucial role in maintaining hygiene and reducing cross-contamination in healthcare settings. A 2020 study by the Centers for Disease Control and Prevention (CDC) estimated that healthcare-associated infections affect about 1 in 31 hospital patients daily, contributing to over 1.7 million infections and 99,000 deaths annually in the U.S. alone. This data highlights the importance of hygiene products like healthcare wipes in preventing such infections. In addition, the outbreak of COVID-19 pandemic has heightened awareness around hygiene and infection prevention, significantly increasing the demand for disinfectant wipes in healthcare environments. Furthermore,

rise of home-based healthcare services, particularly for the elderly or those with chronic conditions, is driving the demand for convenient hygiene products like healthcare wipes. Increase in public awareness regarding personal hygiene and cleanliness, further amplified by health campaigns, is contributing to the demand for healthcare wipes, particularly for disinfecting hands and personal items. However, many healthcare wipes, especially those made with synthetic fibers, contribute to plastic waste and are not biodegradable, which restrain the market growth. In addition, preference toward traditional methods of cleaning and sanitizing, such as using cloth towels with disinfectants hampers the market growth. A survey conducted by the World Health Organization in 2021 found that over 40% of healthcare facilities in low-resource countries still rely on basic cleaning methods, limiting the adoption of healthcare wipes. On the contrary, innovations in wipe materials, such as the development of eco-friendly, biodegradable, and more effective antimicrobial wipes, are expected to offer lucrative opportunities for the market growth during the forecast period.

The global healthcare wipes market is segmented into product, distribution channel, and region. On the basis of product, the market is divided into dry wipes and wet wipes. Depending on distribution channel, it is classified into supermarkets/hypermarkets, departmental stores, drug stores & pharmacies, online, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

By product type, the dry segment held the highest market share in 2023, and is likely to retain its dominance from 2024 to 2033.

On the basis of distribution channel, the drug stores & pharmacies segment was the major shareholder in 2023, and is expected to continue the same trend throughout the forecast period.

Region wise, North America dominated the market, in terms of revenue, in 2023, and is projected to continue its leadership status throughout the forecast period.

### Competition Analysis

Competitive analysis and profiles of the major players in the global healthcare wipes market include The Procter And Gamble Company, 3M, Diamond Wipes International Inc, The Clorox Company, Kimberly-Clark Corporation, Ecolab Inc., Reckitt Benckiser Group PLC, Kleen-Pak Products Pte Ltd., Beiersdorf AG., and Johnson and Johnson.

These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the global market.

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Historic market data

SWOT Analysis

## Key Market Segments

### By Product Type

Dry Wipes

Wet Wipes

### By Distribution Channel

Supermarkets/Hypermarkets

Departmental Stores

Drug Stores and Pharmacies

Online

Others

### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

The Procter And Gamble Company

3M

Diamond Wipes International Inc

The Clorox Company

Kimberly-Clark Corporation

Ecolab Inc.

Reckitt Benckiser Group PLC

Kleen-Pak Products Pte Ltd.

Beiersdorf AG.

Johnson and Johnson

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