

Global Baby Wipes Market - Analysis By Product Type (Dry, Wet), Packaging (Plastic Cases, Tubs), By Sales Channel, By Region, By Country (2020 Edition): Opportunities and Forecast (2020-2025)

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Abstracts

EXECUTIVE SUMMARY

The Baby Wipes market was valued at USD 4213.27 million in the year 2019. Over the recent years, Baby Wipes market has been witnessing considerable growth on the back of growing awareness among parents about the attributes to baby wipes including ease of use and time saving product, increasing women workforce. In addition, growing sedentary lifestyle, increasing consciousness among parents globally have contributed to the growth rate of Baby Wipes market. These factors are anticipated to provide higher momentum to the market growth in the forecast period. Further, rise in disposable income, maternity support, urbanization, rising in child birth rates, and gamut of Other socio-economic factors supporting the global market for baby wipes.

The major types of baby wipes include dry and wet wipes. Among them, Dry wipes holds the highest market share in the Baby Wipes Market owing to its proven benefits in reducing the chance of infection, irritation and itch on the baby skin.

Among the regions, North America Baby Wipes Market will continue to be the largest market in the forecast period, majorly driven through spending on the baby care products. Additionally, the rising number of new mothers in the work force, along with the higher per capita income of consumers in the North American region. Countries such as India, China, Brazil, Thailand are a lucrative market for Baby Wipes Market.

SCOPE OF THE REPORT

The report analyses Baby Wipes market By Value.

The report analyses the Baby Wipes market by Type (Dry Wipes & Wet Wipes).

The report assesses the Baby Wipes market by Packaging (Plastic Cases & Tubs).

The report assesses the Baby Wipes market by By Sales Channel (Departmental Stores, Medical Stores, Supermarket/Hypermarket, Online Stores & Others).

The Global Baby Wipes Market has been analysed by Region (North America, Europe & Asia Pacific) and by Country (U.S., U.K., Germany, India & China)

Also, the attractiveness of the market has been presented by region, Type, and sales channel. Also, the major opportunities, trends, drivers and challenges of the industry has been analysed in the report.

The report tracks competitive developments, strategies, key developments in the market, new product development, policy regulation and product chain analysis. The companies analysed in the report include P&G, JnJ, Kimberly-Clark Corp. Pigeon Corp. & Hengan International.

The report presents the analysis of Baby Wipes market for the historical period of 2015-2019 and the forecast period of 2020-2025.

Key Target Audience

Baby Wipes Vendors

Consulting and Advisory Firms

Government and Policy Makers

Investment Banks and Equity Firms

Regulatory Authorities

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