

# **Global Wet Wipes Market Size study, By Product (Baby Wipes, Hand & Body Wipes, Facial & Cosmetic Wipes, Flushable Wipes, Others ), By Distribution Channel (Supermarkets & Hypermarkets, E-commerce, Convenience Stores, Pharmacy, Others) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Wet Wipes Market is valued at approximately USD 23.93 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 2.4 % over the forecast period 2021-2027. Wet Wipes are used as cleaning cloths such as baby wipes, hand and body wipes. The increasing female population has led to the adoption of Wet Wipes across the forecast period. For Instance: according to catalyst.org in 2020, the population of working women is increasing rapidly, in India women constitute 48.1 % of the total population. According to data.worldbank.org in 2021, the total female population globally was 49.585%. The increasing awareness towards hygiene consciousness is anticipating the growth of wet wipes market. Also, with the increasing expenditure towards cleanliness and personal care, the adoption & demand for Wet Wipes is likely to increase the market growth during the forecast period. However, stringent laws towards eco-friendly products impede the growth of the market over the forecast period of 2021-2027.

The geographical regions considered for the global Wet Wipes market analysis includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is dominating the global market in terms of huge market share due to the increasing number of working women, increasing awareness towards hygiene. Whereas, Asia-Pacific is also estimated to attain a maximum growth rate during 2021-2027. Factors such as rising disposable income, increasing population of babies,

changing lifestyles etc. would create beneficial growth forecasts for the Wet Wipes market across Asia-Pacific region.

Major market players included in this report are:

The Clorox Company  
Kimberly-Clark Professional  
Reckitt Benckiser Group PLC  
TLC International  
Nice-Pak Products, Inc.  
WipesPlus  
The Honest Company  
Procter and Gamble Co.  
PDI HealthCare  
Essity Aktiebolag

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Baby Wipes  
Facial & Cosmetic Wipes  
Hand & Body Wipes  
Flushable Wipes  
Others

By Distribution Channel:

Supermarkets & Hypermarkets  
Convenience Stores  
Pharmacy  
E-commerce  
Others

By Region:

North America  
U.S.

Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027

Target Audience of the Global Wet Wipes Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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