

# Global Eye Wipes Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Eye wipes are specialized products designed for gentle cleaning and hygiene maintenance around the eyes. These wipes are typically used to remove dirt, makeup, and other impurities from the delicate eye area. The market for eye wipes caters to individuals seeking convenient and effective solutions for eye care.

The current market size for eye wipes in 2023 is estimated at approximately USD 230 million. This market segment is projected to grow at a Compound Annual Growth Rate (CAGR) of 6.75% from 2024 to 2032. Several key factors are driving this growth, including increasing awareness about eye hygiene, rising disposable income levels, and the growing popularity of beauty and personal care products.

One significant trend in the eye wipes market is the demand for natural and organic ingredients. Consumers are increasingly prioritizing products that are gentle on the skin and free from harsh chemicals. Companies are responding to this trend by introducing eye wipes made from natural ingredients such as aloe vera, chamomile, and cucumber extracts.

Another trend shaping the market is the rise of biodegradable and eco-friendly eye wipes. With growing environmental concerns, consumers are seeking sustainable alternatives to traditional wipes. Companies are innovating by developing biodegradable wipes that are compostable and environmentally friendly.

Furthermore, the market is witnessing a surge in online sales of eye wipes. E-commerce platforms offer convenience and a wide range of product options to

consumers. Companies are leveraging digital marketing strategies and online retail channels to reach a broader customer base and drive sales growth.

In terms of regional market distribution, North America and Europe are the leading markets for eye wipes. The dominance of these regions can be attributed to high consumer awareness about personal hygiene, strong purchasing power, and a well-established beauty and skincare industry. In contrast, emerging markets in Asia-Pacific, Latin America, and the Middle East are showing promising growth potential due to increasing urbanization, changing lifestyles, and a growing focus on personal grooming.

Despite the positive growth outlook, the eye wipes market faces challenges such as intensifying competition, regulatory hurdles related to product safety and labeling, and the need for continuous product innovation to meet evolving consumer preferences. Companies operating in this market need to stay abreast of industry trends, invest in research and development, and differentiate their products to maintain a competitive edge.

In conclusion, the market for eye wipes is poised for steady growth driven by factors such as increasing awareness of eye hygiene, demand for natural and eco-friendly products, and the convenience of online shopping. Companies that adapt to consumer preferences, innovate their product offerings, and expand into emerging markets will be well-positioned to capitalize on the opportunities in this evolving market landscape.

This report provides a deep insight into the global Eye Wipes market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Eye Wipes Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are

planning to foray into the Eye Wipes market in any manner.

## Global Eye Wipes Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Mandom Corporation

DHC

Shu Uemura

MAC

Johnson & Johnson

The Saem

Kose

Kao

NOVEHA

OPTASE

PRN Vision Group

I-Med Pharma

Zocular

Bruder Healthcare Company

Blephadex

OCUFACE

CHAOYAYIYAO

Market Segmentation (by Type)

Makeup Removal Wipes

Mite Removal Wipes

Others

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Eye Wipes Market

Overview of the regional outlook of the Eye Wipes Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each

region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Eye Wipes Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of Eye Wipes

#### 1.2 Key Market Segments

##### 1.2.1 Eye Wipes Segment by Type

##### 1.2.2 Eye Wipes Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 EYE WIPES MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Eye Wipes Market Size (M USD) Estimates and Forecasts (2019-2032)

##### 2.1.2 Global Eye Wipes Sales Estimates and Forecasts (2019-2032)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

#### 2.4 Macroeconomic Analysis

### **3 EYE WIPES MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Global Eye Wipes Sales by Manufacturers (2019-2024)

#### 3.2 Global Eye Wipes Revenue Market Share by Manufacturers (2019-2024)

#### 3.3 Eye Wipes Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.4 Global Eye Wipes Average Price by Manufacturers (2019-2024)

#### 3.5 Manufacturers Eye Wipes Sales Sites, Area Served, Product Type

#### 3.6 Eye Wipes Market Competitive Situation and Trends

##### 3.6.1 Eye Wipes Market Concentration Rate

##### 3.6.2 Global 5 and 10 Largest Eye Wipes Players Market Share by Revenue

##### 3.6.3 Mergers & Acquisitions, Expansion

### **4 EYE WIPES INDUSTRY CHAIN ANALYSIS**

#### 4.1 Eye Wipes Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF EYE WIPES MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

## **6 EYE WIPES MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Eye Wipes Sales Market Share by Type (2019-2024)

6.3 Global Eye Wipes Market Size Market Share by Type (2019-2024)

6.4 Global Eye Wipes Price by Type (2019-2024)

## **7 EYE WIPES MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Eye Wipes Market Sales by Application (2019-2024)

7.3 Global Eye Wipes Market Size (M USD) by Application (2019-2024)

7.4 Global Eye Wipes Sales Growth Rate by Application (2019-2024)

## **8 EYE WIPES MARKET SALES BY REGION**

8.1 Global Eye Wipes Sales by Region

8.1.1 Global Eye Wipes Sales by Region

8.1.2 Global Eye Wipes Sales Market Share by Region

8.2 Global Eye Wipes Market Size by Region

8.2.1 Global Eye Wipes Market Size by Region

8.2.2 Global Eye Wipes Market Size Market Share by Region

## 8.3 North America

### 8.3.1 North America Eye Wipes Sales by Country

### 8.3.2 North America Eye Wipes Market Size by Country

### 8.3.3 U.S. Market Overview

### 8.3.4 Canada Market Overview

### 8.3.5 Mexico Market Overview

## 8.4 Europe

### 8.4.1 Europe Eye Wipes Sales by Country

### 8.4.2 Europe Eye Wipes Market Size by Country

### 8.4.3 Germany Market Overview

### 8.4.4 France Market Overview

### 8.4.5 U.K. Market Overview

### 8.4.6 Italy Market Overview

### 8.4.7 Russia Market Overview

## 8.5 Asia Pacific

### 8.5.1 Asia Pacific Eye Wipes Sales by Region

### 8.5.2 China

### 8.5.3 Japan

### 8.5.4 South Korea

### 8.5.5 India

### 8.5.6 Southeast Asia

## 8.6 Asia Pacific

### 8.6.1 Asia Pacific Eye Wipes Market Size by Region

### 8.6.2 Asia Pacific Eye Wipes Market Size by Region

### 8.6.3 China

### 8.6.4 Japan

### 8.6.5 South Korea

### 8.6.6 India

### 8.6.7 Southeast Asia

## 8.7 South America

### 8.7.1 South America Eye Wipes Sales by Country

### 8.7.2 South America Eye Wipes Market Size by Country

### 8.7.3 Brazil

### 8.7.4 Argentina

### 8.7.5 Columbia

## 8.8 Middle East and Africa

### 8.8.1 Middle East and Africa Eye Wipes Sales by Region

### 8.8.2 Middle East and Africa Eye Wipes Market Size by Region

### 8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

## **9 EYE WIPES MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Eye Wipes by Region (2019-2024)
- 9.2 Global Eye Wipes Revenue Market Share by Region (2019-2024)
- 9.3 Global Eye Wipes Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Eye Wipes Production
  - 9.4.1 North America Eye Wipes Production Growth Rate (2019-2024)
  - 9.4.2 North America Eye Wipes Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Eye Wipes Production
  - 9.5.1 Europe Eye Wipes Production Growth Rate (2019-2024)
  - 9.5.2 Europe Eye Wipes Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Eye Wipes Production (2019-2024)
  - 9.6.1 Japan Eye Wipes Production Growth Rate (2019-2024)
  - 9.6.2 Japan Eye Wipes Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Eye Wipes Production (2019-2024)
  - 9.7.1 China Eye Wipes Production Growth Rate (2019-2024)
  - 9.7.2 China Eye Wipes Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

- 10.1 Mandom Corporation
  - 10.1.1 Mandom Corporation Eye Wipes Basic Information
  - 10.1.2 Mandom Corporation Eye Wipes Product Overview
  - 10.1.3 Mandom Corporation Eye Wipes Product Market Performance
  - 10.1.4 Mandom Corporation Business Overview
  - 10.1.5 Mandom Corporation Eye Wipes SWOT Analysis
  - 10.1.6 Mandom Corporation Recent Developments
- 10.2 DHC
  - 10.2.1 DHC Eye Wipes Basic Information
  - 10.2.2 DHC Eye Wipes Product Overview
  - 10.2.3 DHC Eye Wipes Product Market Performance
  - 10.2.4 DHC Business Overview
  - 10.2.5 DHC Eye Wipes SWOT Analysis

- 10.2.6 DHC Recent Developments
- 10.3 Shu Uemura
  - 10.3.1 Shu Uemura Eye Wipes Basic Information
  - 10.3.2 Shu Uemura Eye Wipes Product Overview
  - 10.3.3 Shu Uemura Eye Wipes Product Market Performance
  - 10.3.4 Shu Uemura Eye Wipes SWOT Analysis
  - 10.3.5 Shu Uemura Business Overview
  - 10.3.6 Shu Uemura Recent Developments
- 10.4 MAC
  - 10.4.1 MAC Eye Wipes Basic Information
  - 10.4.2 MAC Eye Wipes Product Overview
  - 10.4.3 MAC Eye Wipes Product Market Performance
  - 10.4.4 MAC Business Overview
  - 10.4.5 MAC Recent Developments
- 10.5 Johnson and Johnson
  - 10.5.1 Johnson and Johnson Eye Wipes Basic Information
  - 10.5.2 Johnson and Johnson Eye Wipes Product Overview
  - 10.5.3 Johnson and Johnson Eye Wipes Product Market Performance
  - 10.5.4 Johnson and Johnson Business Overview
  - 10.5.5 Johnson and Johnson Recent Developments
- 10.6 The Saem
  - 10.6.1 The Saem Eye Wipes Basic Information
  - 10.6.2 The Saem Eye Wipes Product Overview
  - 10.6.3 The Saem Eye Wipes Product Market Performance
  - 10.6.4 The Saem Business Overview
  - 10.6.5 The Saem Recent Developments
- 10.7 Kose
  - 10.7.1 Kose Eye Wipes Basic Information
  - 10.7.2 Kose Eye Wipes Product Overview
  - 10.7.3 Kose Eye Wipes Product Market Performance
  - 10.7.4 Kose Business Overview
  - 10.7.5 Kose Recent Developments
- 10.8 Kao
  - 10.8.1 Kao Eye Wipes Basic Information
  - 10.8.2 Kao Eye Wipes Product Overview
  - 10.8.3 Kao Eye Wipes Product Market Performance
  - 10.8.4 Kao Business Overview
  - 10.8.5 Kao Recent Developments
- 10.9 NOVEHA

- 10.9.1 NOVEHA Eye Wipes Basic Information
- 10.9.2 NOVEHA Eye Wipes Product Overview
- 10.9.3 NOVEHA Eye Wipes Product Market Performance
- 10.9.4 NOVEHA Business Overview
- 10.9.5 NOVEHA Recent Developments
- 10.10 OPTASE
  - 10.10.1 OPTASE Eye Wipes Basic Information
  - 10.10.2 OPTASE Eye Wipes Product Overview
  - 10.10.3 OPTASE Eye Wipes Product Market Performance
  - 10.10.4 OPTASE Business Overview
  - 10.10.5 OPTASE Recent Developments
- 10.11 PRN Vision Group
  - 10.11.1 PRN Vision Group Eye Wipes Basic Information
  - 10.11.2 PRN Vision Group Eye Wipes Product Overview
  - 10.11.3 PRN Vision Group Eye Wipes Product Market Performance
  - 10.11.4 PRN Vision Group Business Overview
  - 10.11.5 PRN Vision Group Recent Developments
- 10.12 I-Med Pharma
  - 10.12.1 I-Med Pharma Eye Wipes Basic Information
  - 10.12.2 I-Med Pharma Eye Wipes Product Overview
  - 10.12.3 I-Med Pharma Eye Wipes Product Market Performance
  - 10.12.4 I-Med Pharma Business Overview
  - 10.12.5 I-Med Pharma Recent Developments
- 10.13 Zocular
  - 10.13.1 Zocular Eye Wipes Basic Information
  - 10.13.2 Zocular Eye Wipes Product Overview
  - 10.13.3 Zocular Eye Wipes Product Market Performance
  - 10.13.4 Zocular Business Overview
  - 10.13.5 Zocular Recent Developments
- 10.14 Bruder Healthcare Company
  - 10.14.1 Bruder Healthcare Company Eye Wipes Basic Information
  - 10.14.2 Bruder Healthcare Company Eye Wipes Product Overview
  - 10.14.3 Bruder Healthcare Company Eye Wipes Product Market Performance
  - 10.14.4 Bruder Healthcare Company Business Overview
  - 10.14.5 Bruder Healthcare Company Recent Developments
- 10.15 Blephadex
  - 10.15.1 Blephadex Eye Wipes Basic Information
  - 10.15.2 Blephadex Eye Wipes Product Overview
  - 10.15.3 Blephadex Eye Wipes Product Market Performance

- 10.15.4 Blephadex Business Overview
- 10.15.5 Blephadex Recent Developments

#### 10.16 OCUFACE

- 10.16.1 OCUFACE Eye Wipes Basic Information
- 10.16.2 OCUFACE Eye Wipes Product Overview
- 10.16.3 OCUFACE Eye Wipes Product Market Performance
- 10.16.4 OCUFACE Business Overview
- 10.16.5 OCUFACE Recent Developments

#### 10.17 CHAOYAYIYAO

- 10.17.1 CHAOYAYIYAO Eye Wipes Basic Information
- 10.17.2 CHAOYAYIYAO Eye Wipes Product Overview
- 10.17.3 CHAOYAYIYAO Eye Wipes Product Market Performance
- 10.17.4 CHAOYAYIYAO Business Overview
- 10.17.5 CHAOYAYIYAO Recent Developments

### **11 EYE WIPES MARKET FORECAST BY REGION**

- 11.1 Global Eye Wipes Market Size Forecast
- 11.2 Global Eye Wipes Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Eye Wipes Market Size Forecast by Country
  - 11.2.3 Asia Pacific Eye Wipes Market Size Forecast by Region
  - 11.2.4 South America Eye Wipes Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Eye Wipes by Country

### **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)**

- 12.1 Global Eye Wipes Market Forecast by Type (2025-2032)
  - 12.1.1 Global Forecasted Sales of Eye Wipes by Type (2025-2032)
  - 12.1.2 Global Eye Wipes Market Size Forecast by Type (2025-2032)
  - 12.1.3 Global Forecasted Price of Eye Wipes by Type (2025-2032)
- 12.2 Global Eye Wipes Market Forecast by Application (2025-2032)
  - 12.2.1 Global Eye Wipes Sales (K Units) Forecast by Application
  - 12.2.2 Global Eye Wipes Market Size (M USD) Forecast by Application (2025-2032)

### **13 CONCLUSION AND KEY FINDINGS**

## I would like to order

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