

# Global Facial Wipes Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Facial Wipes market size will reach 3,209.08 Million USD in 2025 and is projected to reach 4,876.49 Million USD by 2032, with a CAGR of 6.16% (2025-2032). Notably, the China Facial Wipes market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Facial wipes are pre-moistened, disposable cleansing cloths specifically designed for use on the face. These wipes are typically infused with cleansing agents, such as micellar water, gentle cleansers, or makeup remover solutions, and are available in various formulations to suit different skin types and purposes. Facial wipes offer a convenient and portable method for removing makeup, dirt, oil, and impurities from the skin's surface. They are often used as a quick and efficient way to cleanse the face when traditional soap and water are not readily available or as part of a skincare routine to refresh the skin. While facial wipes can be convenient, it's important to choose those that are suitable for your skin type and to follow up with a proper cleansing routine to ensure thorough cleaning and skin health.

The major global manufacturers of Facial Wipes include P&G, Johnson & Johnson, Kimberly-Clark, Nice-Pak Products, Rockline Industries, Albaad Massuot, Beiersdorf, 3M, Diamond Wipes International, Pigeon, Lenzing, GS Coverting, Hengan Group, Tongling Jieya, Vinda Group, Shanghai Chicmax, My Beauty Diary, DR.JOU Biotech, Herborist, Yujiahui, THE FACE SHOP, SK-II, Choiskycn, L&P, Estee Lauder, Pechoin,

Yalget, Avon, Kose, Shiseido, Proya, Inoherb, Cel-derma, Yangzhou Perfect Daily Chemicals, Procotech Limited, Unilever, Nox Bellcow Cosmetics, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Facial Wipes. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Facial Wipes market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Facial Wipes market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Facial Wipes industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Facial Wipes Include:

P&G

Johnson & Johnson

Kimberly-Clark

Nice-Pak Products

Rockline Industries

Albaad Massuot

Beiersdorf

3M

Diamond Wipes International

Pigeon

Lenzing

GS Coverting

Hengan Group

Tongling Jieya

Vinda Group

Shanghai Chicmax

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Cel-derma

Yangzhou Perfect Daily Chemicals

Procotech Limited

Unilever

Nox Bellcow Cosmetics

Facial Wipes Product Segment Include:

Absorbent Cotton

Non-Woven Fabric

Facial Wipes Product Application Include:

Online Sales

Offline Sales

## **Chapter Scope**

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