

Household Care Wipes Market Size, Share, and Analysis, By Product Type (Dusting Wipes, Disinfecting Wipes, Wood and Laminate Wipes, Electrostatic Wipes, Kitchen and Bathroom Wipes, Glass Cleaner Wipes, Stainless Steel Wipes, Floor Wipes and Multi-Surface Wipes), By Material Type (Antibacterial, and Non-antibacterial), By Distribution Channel (Hypermarkets, Supermarkets, Departmental stores, Online Stores, and Others) and Regional Forecasts, 2022-2032

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Abstracts

Household Care Wipes Market Size, Share, and Analysis, By Product Type (Dusting Wipes, Disinfecting Wipes, Wood and Laminate Wipes, Electrostatic Wipes, Kitchen and Bathroom Wipes, Glass Cleaner Wipes, Stainless Steel Wipes, Floor Wipes and Multi-Surface Wipes), By Material Type (Antibacterial, and Non-antibacterial), By Distribution Channel (Hypermarkets, Supermarkets, Departmental stores, Online Stores, and Others) and Regional Forecasts, 2022-2032

PRODUCT OVERVIEW:

The Global Household Care Wipes market size was USD 1675.8 million in 2021 and projected to grow from USD 1827.2 million in 2023 to USD 2714.2 million by 2032, exhibiting a CAGR of 4.5% during the forecast period.

Household care wipes are used to take care of the house helping in cleaning, wiping

and disinfecting various surfaces in a house. Household care wipes can also be used to clean surfaces of various counters like kitchen, Table, window surfaces, appliances, tiles, metal surfaces and wooden etc. These household care products help in maintaining the house clean and minimize the risk of illness by enhancing the appearance. Household care wipes are small sheets of fabrics used to clean and disinfect various surfaces. Several variants of wipes are present in the market like antibacterial wipes which help in killing the bacteria.

MARKET HIGHLIGHTS

Global Household Care Wipes Market is expected to project a CAGR of 4.5 % during the forecast period, 2022-2032

Global Household Care Wipes Market is expected to reach USD 2714.2 million at a CAGR of 4.5% during forecast period owing to the increasing health consciousness among individuals and increasing expenditure towards household care cleaning products. Increase in sales of Household Care Wipes is expected to grow the Global Household Care Wipes Market. Rising threat towards viruses, any disease outbreak and the necessity for cleanliness is growing prompting the people to use household cleaning products which has created the growth opportunity for the household care wipes market.

GLOBAL HOUSEHOLD CARE WIPES MARKET SEGMENTATION:

Disinfecting wipes segment is expected to grow with high CAGR during 2022-2032

Global Household Care Wipes is classified based on the Product Type into Dusting Wipes, Disinfecting Wipes, Wood and Laminate Wipes, Electrostatic Wipes, Kitchen and Bathroom Wipes, Glass Cleaner Wipes, Stainless Steel Wipes, Floor Wipes and Multi-Surface Wipes. The Disinfectant type of wipes segment accounted for the largest market share in the global household care wipes market and is also expected to dominate in the forecast period, due to their function of providing hygiene. Disinfectants contain several antimicrobial agents like sodium hypochlorite, quaternary ammonium compounds, etc. which kills the presence of bacteria and viruses on surfaces.

Anti-bacterial segment is expected to grow with high CAGR during the forecast period

MARKET DYNAMICS:

Growth Drivers

Increasing Demand for Sanitization is Expected to Boost the Growth of the Market

Growing Research & Development is Expected to Boost the Growth of the Market

Restraint

Lack of Awareness May Restrain the Market Growth

GLOBAL HOUSEHOLD CARE WIPES MARKET KEY PLAYERS COVERED

Procter & Gamble Corporation

The Clorox Company

Seventh Generation

Colgate-Palmolive Company

Reckitt Benckiser Group PLC

Weiman Products, LLC

Nice-Pak Products, Inc.

Rockline Industries

Amway

S. C. Johnson & Son Inc.

3M Company

Method Products, pbc

Other Prominent Players

REGIONAL ANALYSIS

Global Household Care Wipes Market is segmented based on regional analysis into five major regions: North America, Latin America, Europe, Asia Pacific and the Middle East and Africa. North America holds the largest market share and is expected to dominate the market during the forecast period owing to the increasing incidence of communicable diseases, and the rise in consumer preference on spending towards cleaning products and changing lifestyles. Even the presence of strong market players in this region is a reason for the leading of household care wipes market in the region.

Segments

By Product Type

Dusting Wipes

Disinfecting Wipes

Wood and Laminate Wipes

Electrostatic Wipes

Kitchen and Bathroom Wipes

Glass Cleaner Wipes

Stainless Steel Wipes

Floor Wipes

Multi-Surface Wipes

By Material Type

Antibacterial

Non-antibacterial

By Distribution Channel

Hypermarkets

Supermarkets

Departmental stores

Online Stores

Others

Reasons to Purchase this Report

Qualitative and quantitative analysis of the market based on segmentation involving both economic as well as non-economic factors

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

with respect to 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 of various perspectives through Porter's five forces analysis

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