

Wet Wipes Market: Segmented By Product Type (Baby Wipes, Facial & Cosmetic Wipes, Hand & Body Wipes, Flushable Wipes, and Others); By Distribution Channel (Supermarket/Hypermarket, Convenience Stores, Pharmacy, E-commerce, and Others); By Application (Personal Care, Household, Healthcare, Commercial and Others) and Region – Global Analysis of Market Size, Share & Trends for 2019–2020 and Forecasts to 2030

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Abstracts

[178+ Pages Research Report] Global Wet Wipes to surpass USD 33.8 billion by 2030 from USD 15.15 billion in 2020 at a CAGR of 9.03% in the coming years, i.e., 2021-30. The growth of the market is attributed to by lower costs and demand for high-performance and convenient products.

Product Overview

Wet wipe, also referred wet towel or disinfecting wipe is a small to medium-sized moistened piece of plastic or cloth that sometimes comes folded and individually wrapped for convenience, or as a large roll of individual wipes that can be ripped off in the case of dispensers. Wet wipes are used for a variety of cleaning tasks, including personal hygiene and housekeeping. Wet wipes contain a variety of chemical additives to efficiently disinfect soiled surfaces. They are often used as a hand wipe by older kids and adults, and some also contain moisturizers and claim to be suitable for use on the face.

Market Highlights

Wet Wipes Market: Segmented By Product Type (Baby Wipes, Facial & Cosmetic Wipes, Hand & Body Wipes, Flushable...

Global Wet Wipes Market is expected to project a notable CAGR of 9.03% in 2030.

Additionally, the market's growth is expected to propel by its ease of use, high biodegradability, supreme performance, and rising customer demand. Furthermore, strict government regulations on hygiene maintenance would help in the growth of the Wet Wipes market. Also, the demand for wet wipes is also high for personal care such as removing makeup and pollutants from the skin.

Global Wet Wipes Market: Segments

Baby Wipes segment to grow with the highest CAGR during 2020-30

Global Wet Wipes Market is segmented by product type into Baby Wipes, Facial & Cosmetic Wipes, Hand & Body Wipes, Flushable Wipes, and Others. Baby Wipes is expected to grow with the highest CAGR during the forecast period on the back of rapid urbanization and rising infant population. The varying prices help several companies enter the market and thus increase the baby wipes supply and demand across the globe.

Convenience Stores segment to grow with the highest CAGR during 2020-30

Global Wet Wipes is divided by Distribution Channel into Supermarket/Hypermarket, Convenience Stores, Pharmacy, E-commerce, and Others. The mobile segment is expected to grow with the highest CAGR during the forecast period due to the easy accessibility of wet wipes in convenience stores with a significant number of these stores in different areas. Furthermore, consumers' increasing preference for convenience stores for the purchase of daily goods has resulted in convenience stores having the largest market share.

Market Dynamics

Drivers

Growing Concern Related to Health and Hygiene

The primary factors expected to drive the global Wet Wipes market growth are rising hygiene issues combined with a growing demand for multi-functional wet wipes. Wet wipes have antibacterial, exfoliating, and moisturizing properties in addition to preserving hygiene. Customers are willing to pay higher rates for wet wipes because of the increasing pollution. Manufacturers are investing in R&D to create new items, as well as packaging.

Rising Trend of Omnichannel Retailing

Omnichannel retailing is becoming more common across industries and countries. Wet wipes manufacturers are concentrating on distribution across various physical retailers,

such as convenience stores, hypermarkets, supermarkets, department stores, and pharmacies. Online retailing, whose backbone is the internet, is thus projected to proliferate in the near future, boosting global sales of wet wipes

Restraint

Environmental Concerns and Issues

The threat to the environment is a major impediment to the wet wipes market growth. Typically, wipes are made of non-biodegradable plastic resins such as polyester or polypropylene, which are combined with cloth-like cotton. As a result, during the forecast period, the environmental threat is expected to hamper the wet wipes market growth.

Global Wet Wipes Market: Key Players

Unilever Group

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Henkel AG & Co.

KGaA

3M Co.

S. C. Johnson & Son, Inc.

Johnson & Johnson Services Inc.

Kimberly-Clark Corp.

Medline Industries

The Procter & Gamble Co.

Essity Aktiebolag

Other Prominent Players

Global Wet Wipes Market: Regions

Global Wet Wipes Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East and Africa.

Global Wet Wipes in North America held the largest market share of XX.X% in the year 2020. The growth is attributed to the escalating demand for wet wipes for hygiene and household works. The high demand for wet wipes in the U.S. and rising demand for hygiene are projected to propel the market in this region. Apart from this, the water shortage in the various regions of the U.S. as well as increasing demand for wipes for

cleaning in restaurants, hotels, and washrooms, would boost the North American Wet Wipes market.

Global Wet Wipes Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Global Wet Wipes Market report also contains analysis on:

Wet Wipes Market Segments:

By Product Type

Baby Wipes

Facial & Cosmetic Wipes

Hand & Body Wipes

Flushable Wipes

Others

By Distribution Channel

Supermarket/Hypermarket

Convenience Stores

Pharmacy

E-commerce

Others

By Application

Personal Care

Household

Healthcare

Commercial

Others

Wet Wipes Market Dynamics

Wet Wipes Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

Wet Wipes Market Report Scope and Segmentation

Frequently Asked Questions

How big is the Wet Wipes Market?

What is the Wet Wipes Market growth?

Which segment accounted for the largest Wet Wipes Market share?

Who are the key players in the Wet Wipes Market?

What are the factors driving the Wet Wipes Market?

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3. MARKET POTENTIAL

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Consultant Recommendation

****The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.**

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