

Global Antiseptic Wipe Market 2024

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Abstracts

The market for antiseptic wipes can be divided into several segments, each with its own estimated value and projected growth. One such segment is synthetic alcohol wipes, which was valued at USD 5.3 billion in 2023 and is expected to reach USD 7.3 billion by 2029, with a compound annual growth rate (CAGR) of 4.6% during the forecast period. These wipes are made from materials like polypropylene (PP), rayon, and specialty fibers, making them lightweight, heat resistant, absorbent, and soft. They are cost-effective and widely used in healthcare, industrial, entertainment, commercial, and residential sectors. The demand for synthetic fiber-based antiseptic wipes is driven by their cleanliness and longer fibers compared to natural alternatives.

Another segment is skin care, which had an estimated market value of USD 3.2 billion in 2023 and is projected to reach USD 4.3 billion by 2029, with a CAGR of 4.2%. Antiseptic wipes have a wide range of applications, including wound cleaning, sterile catheter procedures, and surgical preparation. These wipes kill germs and sanitize surfaces, making them essential in healthcare settings. The increasing prevalence of acute and chronic wounds, as well as surgical procedures, is a major driver for the growth of this segment. Additionally, physicians' preference for using antibacterial wipes before dressing wounds contributes to the market's expansion.

The healthcare segment, estimated at USD 4.1 billion in 2023, is expected to reach USD 5.8 billion by 2029, with a CAGR of 4.9%. Hospitals and specialty wound management clinics play a crucial role in wound treatments, particularly in maintaining hygiene for bedridden patients. Antiseptic wipes are extensively used in wound care settings to clean wounds and create a hygienic environment. The healthcare segment's growth is fueled by the increasing demand for specialized treatment, advanced procedures, and skilled medical professionals.

The iodine segment, valued at USD 2.3 billion in 2023, is projected to reach USD 3.1

billion by 2029, with a CAGR of 4.8%. Iodine-based antiseptic wipes are effective in cleansing and sterilizing wounds. Povidone-iodine, a commonly used iodine-based antiseptic, is painless and acts by penetrating the cell wall of microorganisms, impairing protein synthesis and altering cell membranes. It is widely used in topical applications to treat various skin diseases and minor injuries. Iodine-based antiseptic wipes do not hinder wound healing and exhibit bactericidal properties against both gram-positive and gram-negative organisms. Their efficacy and healing properties make them a popular choice for acute and chronic wounds.

In terms of geographical distribution, North America dominated the antiseptic wipe market in 2023. The North America segment was valued at USD 2.9 billion in 2023 and is expected to reach USD 3.8 billion by 2029, with a CAGR of 3.9%. The United States and Canada are the major contributors to this market, driven by factors such as a developed healthcare infrastructure, insurance and reimbursement options, and a high volume of surgeries. The standard of hospital care in these countries is relatively high, leading to a greater frequency of antiseptic wipe usage in healthcare settings and better hygiene for patients, resulting in faster recovery.

This comprehensive industry report provides market estimates and forecasts, accompanied by a detailed examination of the material, formulation, application, end-user, and region aspects. It delivers a quantitative analysis of the market, empowering stakeholders to leverage existing market opportunities. Furthermore, the report identifies key segments for potential opportunities and strategies, drawing insights from market trends and the approaches of leading competitors.

The global baby bottle market has been extensively analyzed by categorizing it according to various sub-segments in order to provide accurate forecasts of industry size and assess trends within specific areas.

The global market for antiseptic wipe can be segmented by material: natural, synthetic. Synthetic was the highest contributor to the global antiseptic wipe market, with 83.4% share in 2023. Going forward, the natural segment is projected to witness the highest CAGR during the forecast period.

Antiseptic wipe market is further segmented by formulation: alcohol, chlorhexidine, iodine, octenidine, others. Iodine was the highest contributor to the global antiseptic wipe market, with 35.4% share in 2023. Going forward, the chlorhexidine segment is projected to witness the highest CAGR during the forecast period.

Based on application, the antiseptic wipe market is segmented into: skin care, wound care, sanitizing. Skin care was the highest contributor to the global antiseptic wipe market, with 50.1% share in 2023. Going forward, the wound care segment is projected to witness the highest CAGR during the forecast period.

On the basis of end-user, the antiseptic wipe market also can be divided into: healthcare, household, others. Healthcare was the highest contributor to the global antiseptic wipe market, with 64.7% share in 2023. Going forward, the household segment is projected to witness the highest CAGR during the forecast period.

Antiseptic wipe market by region is categorized into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. North America was the highest contributor to the global antiseptic wipe market, with 45.9% share in 2023. Going forward, Asia-Pacific is projected to witness the highest CAGR during the forecast period.

The report has also analyzed the competitive landscape of the global antiseptic wipe market with some of the key players being Edgewell Personal Care Company, 3M Company, Nice-Pak Products, Inc., Reckitt Benckiser Group plc, Johnson & Johnson, B. Braun Melsungen AG, Becton, Dickinson and Company, Convatec Group plc, Cardinal Health, Inc., Care Wet Wipes, Dynarex Corporation, Ecolab Inc., Eisai Co., Ltd., Fuyang Yangyang Health Technology Co., Ltd., Guardpack Ltd., Gojo Industries, Inc., Kimberly-Clark Corporation, Kutol Products Company, Inc., Smith & Nephew plc, Stryker Corporation, Sch?lke & Mayr GmbH, Unicharm Corporation, among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

Why Choose This Report

Gain a reliable outlook of the global antiseptic wipe market forecasts from 2024 to 2030 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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Market Segments Covered in Global Antiseptic Wipe Industry Analysis:

i.) Material

Natural

Synthetic

ii.) Formulation

Alcohol

Chlorhexidine

Iodine

Octenidine

Others

iii.) Application

Skin care

Wound care

Sanitizing

iv.) End-user

Healthcare

Household

Others

v.) Region

North America

Europe

Asia-Pacific

MEA (Middle East and Africa)

Latin America

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