

# Global Disposable Dry Baby Wipes Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Disposable Dry Baby Wipes market size is expected to reach \$ 920 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

Disposable Dry Baby Wipes, also known as Baby Cotton Soft Dry Wipes, are single-use dry wiping products designed for infant and baby hygiene care. They are usually made from wood pulp-based nonwovens, regenerated cellulose fibers such as viscose, rayon or lyocell, cotton-based spunlace nonwovens, or composite nonwoven materials. Unlike pre-moistened baby wipes, these products are sold in a dry state and can be used directly for dry wiping or moistened with clean water before use. Their key product attributes include softness, absorbency, low linting, skin-friendliness, low chemical residue, and suitability for daily baby care scenarios such as face cleaning, hand and mouth wiping, diaper-area cleaning, feeding cleanup, and travel use.

In 2025, global Disposable Dry Baby Wipes production reached approximately 43122 million Pcs, with an average global market price of around US\$ 15 per K Pcs.

The upstream raw materials of Disposable Dry Baby Wipes mainly include wood pulp, fluff pulp, dissolving pulp, viscose staple fiber, lyocell fiber, rayon fiber, cotton fiber, organic cotton, spunlace nonwoven fabrics, airlaid nonwovens, packaging films, paper boxes, cartons, inks, labels and sealing materials. Representative upstream suppliers include Suzano, International Paper, Georgia-Pacific Cellulose and UPM, etc.

Disposable Dry Baby Wipes are mainly used in Household Use, Travel and Outdoor Use, and Other applications. Household Use is the core daily consumption scenario, covering diaper changing, baby skin cleaning and routine family baby care. Major

downstream customers include infant families, hospitals, maternity care institutions and childcare service providers.

The gross margin of Disposable Dry Baby Wipes is generally estimated at around 20%–45%.

Disposable Dry Baby Wipes are positioned as a gentle, low-additive and flexible baby hygiene product used between conventional tissue paper and pre-moistened baby wipes. By product type, the market can be segmented into Wood Pulp-Based Dry Baby Wipes, Regenerated Cellulose Fiber-Based Dry Baby Wipes, Cotton-Based Dry Baby Wipes and Other products. Wood Pulp-Based products are generally positioned around cost efficiency, absorbency and daily household cleaning needs, and are more suitable for value-oriented mass-market products. Regenerated Cellulose Fiber-Based products, made from materials such as viscose, rayon or lyocell, offer a stronger balance between softness, absorbency and plant-based material positioning, making them suitable for mid-to-high-end baby care products. Cotton-Based Dry Baby Wipes represent the premium segment, especially for newborns, sensitive skin and dry-and-wet dual-use applications, where consumers are willing to pay more for softness, natural touch and lower irritation. Other products include bamboo fiber, composite nonwovens, blended plant fibers and specialty material dry baby wipes, which are usually used for differentiated, eco-oriented or private-label product development.

Market growth is supported by several structural drivers, including rising consumer preference for low-additive baby care products, increasing awareness of newborn and sensitive-skin hygiene, growing demand for dry-and-wet dual-use products, wider penetration of mother-and-baby e-commerce channels, and product upgrading from ordinary tissue to softer nonwoven baby care materials. Additional growth momentum comes from the expansion of cotton-based and regenerated cellulose fiber-based materials, the rise of private-label and OEM/ODM supply, stronger demand for portable baby hygiene products, and the increasing use of baby dry wipes as a complementary product to wet wipes, cotton towels and baby tissues. Brand owners can further stimulate demand through premium material claims, fragrance-free positioning, organic cotton concepts, plant-based fiber messaging, larger household packs and convenient travel packs.

Market restraints mainly come from declining birth rates in several major consumer markets, competition from pre-moistened baby wipes, substitution by ordinary tissue paper and adult cotton soft towels, raw material cost fluctuations in cotton, pulp, viscose and lyocell fibers, and intense price competition among OEM/ODM manufacturers. The

category also faces challenges from unclear consumer understanding, because many buyers may not clearly distinguish dry baby wipes from baby wet wipes, cotton soft towels or general dry tissues. In addition, premium cotton-based products can be sensitive to price pressure, while lower-cost wood pulp-based products may face concerns over softness, wet strength and skin comfort. Regulatory scrutiny on disposable hygiene products, sustainability expectations, packaging waste concerns, and the fragmented nature of private-label supply chains may also limit margin expansion and make brand differentiation more difficult.

This report studies the global Disposable Dry Baby Wipes production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Disposable Dry Baby Wipes and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Disposable Dry Baby Wipes that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Disposable Dry Baby Wipes total production and demand, 2021-2032, (million Pcs)

Global Disposable Dry Baby Wipes total production value, 2021-2032, (USD Million)

Global Disposable Dry Baby Wipes production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs), (based on production site)

Global Disposable Dry Baby Wipes consumption by region & country, CAGR, 2021-2032 & (million Pcs)

U.S. VS China: Disposable Dry Baby Wipes domestic production, consumption, key domestic manufacturers and share

Global Disposable Dry Baby Wipes production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (million Pcs)

Global Disposable Dry Baby Wipes production by Type, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs)

Global Disposable Dry Baby Wipes production by Application, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs)

This report profiles key players in the global Disposable Dry Baby Wipes market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Winner Medical (PurCotton), Bc Babycare,

Shandong Runhe Sanitary Materials Co., Ltd., Essity AB, YOHO Medical Enterprise Co., Ltd., Graminton Enterprise Ltd., Thea-Text Healthcare (India) Pvt. Ltd., Yeesain (Deeyeo), Hangzhou Huasheng Daily Products Co., Ltd., Mother-K, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Disposable Dry Baby Wipes market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (million Pcs) and average price (USD/K Pcs) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Disposable Dry Baby Wipes Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Disposable Dry Baby Wipes Market, Segmentation by Type:

Wood Pulp-Based

Regenerated Cellulose Fiber-Based

Cotton-Based Dry Baby Wipes

Other

Global Disposable Dry Baby Wipes Market, Segmentation by Usage:

Diaper Change

Hand and Face Cleaning

Other

Global Disposable Dry Baby Wipes Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Global Disposable Dry Baby Wipes Market, Segmentation by Application:

Household Use

Travel and Outdoor Use

Other

Companies Profiled:

Winner Medical (PurCotton)

Bc Babycare

Shandong Runhe Sanitary Materials Co., Ltd.

Essity AB

YOHO Medical Enterprise Co., Ltd.

Graminton Enterprise Ltd.

Thea-Tex Healthcare (India) Pvt. Ltd.

Yeesain (Deeyeo)

Hangzhou Huasheng Daily Products Co., Ltd.

Mother-K

Cotton Labo Co., Ltd.

Whoopsie Wipes

Tiny Twinkle

#### Key Questions Answered:

1. How big is the global Disposable Dry Baby Wipes market?
2. What is the demand of the global Disposable Dry Baby Wipes market?
3. What is the year over year growth of the global Disposable Dry Baby Wipes market?
4. What is the production and production value of the global Disposable Dry Baby Wipes market?
5. Who are the key producers in the global Disposable Dry Baby Wipes market?
6. What are the growth factors driving the market demand?

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