

Global Eco-Friendly Baby Wipes Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Eco-Friendly Baby Wipes market size was valued at US\$ 1137 million in 2025 and is forecast to a readjusted size of US\$ 1662 million by 2032 with a CAGR of 5.4% during review period.

Eco-Friendly Baby Wipes refer to disposable baby wet wipes and dry baby wipes/cotton-soft towels made primarily from renewable, plant-derived or biodegradable fiber substrates, including wood pulp, regenerated cellulose fiber, cotton, bamboo fiber and other plant-based nonwoven materials. Wet wipes are usually pre-moistened with purified water, mild surfactants, skin-conditioning agents and preservatives suitable for baby skin, while dry wipes are lotion-free and are used with water or lotion by caregivers. Compared with conventional wipes containing petroleum-based synthetic fibers such as polyester or polypropylene, this category emphasizes plastic reduction, biodegradability, compostability, chlorine-free or fragrance-free formulation.

In 2025, global Eco-Friendly Baby Wipes production reached approximately 51243 million Pcs, with an average global market price of around US\$ 22 per K Pcs.

The upstream chain mainly includes wood pulp, dissolving pulp, fluff pulp, viscose fiber, lyocell fiber, cotton fiber, bamboo pulp or bamboo-derived cellulose fiber, spunlace/airlaid nonwoven roll goods, purified water, mild surfactants, moisturizers, preservatives and packaging films. Representative upstream suppliers include Suzano, Lenzing, Sateri, Kelheim Fibres, Tangshan Sanyou, Suominen, Ahlstrom and Sandler, etc.

Downstream applications are mainly Household Use, Travel and Outdoor Use, and

Other. Household use is the core demand scenario, including diaper changing, hand-and-mouth cleaning, face cleaning, post-feeding cleaning and routine baby care at home. Travel and outdoor use covers portable packs for short trips, commuting, outdoor activities, shopping, daycare transfer and emergency cleaning. Other applications include maternity centers, hospitals, nurseries, childcare institutions, etc.

Eco-Friendly Baby Wipes generally have a gross margin of about 25%–50%.

Eco-Friendly Baby Wipes, covering both dry baby wipes and wet baby wipes, are positioned as a higher-value baby-care category built around plant-derived, renewable, biodegradable, plastic-reduced or skin-friendly substrate materials. By type, the market includes Wood Pulp-Based, Regenerated Cellulose Fiber-Based, Cotton-Based, Bamboo-Based and Other products. Wood Pulp-Based products are usually favored for their balance of absorbency, cost efficiency and large-scale supply availability, making them suitable for mass-market dry wipes and wet wipes. Regenerated Cellulose Fiber-Based products, including viscose- and lyocell-based nonwoven substrates, are increasingly important in plastic-free and biodegradable baby wipes because they offer softness, liquid retention and a more sustainable raw-material profile. Cotton-Based products are positioned at the premium end of the market, especially in dry baby wipes and cotton-soft towels, where softness, skin comfort, absorbency and suitability for sensitive baby skin are key selling points. Bamboo-Based products are marketed around natural plant sourcing, softness and renewable-material appeal, and are often used by brands seeking a differentiated eco-friendly story. Other products mainly include mixed plant-fiber substrates, specialty biodegradable fibers and niche natural-fiber materials, which allow brands to develop differentiated claims such as compostability, low-carbon packaging or ultra-sensitive baby-care positioning.

By application, Eco-Friendly Baby Wipes are mainly used in Household Use, Travel and Outdoor Use, and Other scenarios. Household Use remains the core consumption scenario because baby wipes and dry cotton-soft towels are frequently used for diaper changing, hand and mouth cleaning, face cleaning, feeding-related cleaning and general daily baby care. This application benefits from high repeat purchase frequency, family bulk-pack demand and the increasing willingness of parents to upgrade from conventional synthetic-fiber wipes to softer and more sustainable alternatives. Travel and Outdoor Use is another important application because parents require portable, resealable, lightweight and hygienic products for commuting, shopping, daycare transfer, short trips and outdoor activities. In this scenario, small packs, pocket packs and individually wrapped products have stronger demand. Other applications include maternity centers, hospitals, nurseries, childcare institutions, baby-care gift sets and

institutional care channels, where product safety, mild formulation, material transparency and brand credibility are especially important purchasing criteria.

The market is supported by several structural growth drivers. Rising parental awareness of baby skin sensitivity is increasing demand for fragrance-free, alcohol-free, low-irritation and soft-touch wipes. Sustainability pressure is pushing brands and retailers to reduce plastic-containing nonwovens and shift toward wood pulp, regenerated cellulose fiber, cotton, bamboo and other plant-based substrates. The premiumization of baby-care consumption is also expanding the market, as parents are willing to pay more for products with eco-friendly positioning, safer ingredients and better tactile performance. E-commerce and mother-and-baby retail channels are accelerating category education and enabling brands to promote material claims, certifications and user reviews more efficiently. Regulatory and retailer scrutiny over plastic waste, flushability claims, biodegradability and ingredient safety is further encouraging manufacturers to upgrade substrates and formulations. In addition, the rise of dual-use products that can serve both wet-wipe and dry-wipe occasions is helping brands extend consumption frequency across home, travel and institutional use.

The market also faces several restraints. Eco-friendly substrates such as cotton, bamboo fiber, lyocell, viscose and specialty biodegradable nonwovens are generally more expensive than conventional synthetic-fiber materials, which can limit price competitiveness in mass-market channels. Supply stability can also be a challenge because wood pulp, dissolving pulp, cotton and bamboo-derived fiber prices are affected by agricultural cycles, forestry supply, energy costs and global logistics. Product performance must balance softness, wet strength, absorbency, liquid retention and biodegradability, and this creates technical pressure for manufacturers. Certification and compliance requirements related to biodegradability, compostability, skin safety, preservatives and baby-product quality can increase testing and development costs. Consumer understanding is still uneven, as terms such as eco-friendly, biodegradable, plant-based, plastic-free and natural are often used differently across brands and regions. In addition, premium positioning may restrict penetration in price-sensitive households, while intense competition among baby-care brands, private-label retailers and OEM/ODM suppliers can compress margins despite the category's higher-value positioning.

This report is a detailed and comprehensive analysis for global Eco-Friendly Baby Wipes market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as

well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Eco-Friendly Baby Wipes market size and forecasts, in consumption value (\$ Million), sales quantity (million Pcs), and average selling prices (USD/K Pcs), 2021-2032

Global Eco-Friendly Baby Wipes market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (million Pcs), and average selling prices (USD/K Pcs), 2021-2032

Global Eco-Friendly Baby Wipes market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (million Pcs), and average selling prices (USD/K Pcs), 2021-2032

Global Eco-Friendly Baby Wipes market shares of main players, shipments in revenue (\$ Million), sales quantity (million Pcs), and ASP (USD/K Pcs), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Eco-Friendly Baby Wipes

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Eco-Friendly Baby Wipes market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Procter & Gamble, Kimberly-Clark, Unicharm, WaterWipes, Hengan, Haoyue, Vinda, Daio Paper, Ontex, Hayat Kimya, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Market Segmentation

Eco-Friendly Baby Wipes market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Wood Pulp-Based

Regenerated Cellulose Fiber-Based

Cotton-Based

Bamboo-Based

Other

Market segment by Usage

Diaper Change

Hand and Face Cleaning

Other

Market segment by Product Form

Wet Baby Wipes

Dry Baby Wipes

Market segment by Application

Household Use

Travel and Outdoor Use

Other

Major players covered

Procter & Gamble

Kimberly-Clark

Unicharm

WaterWipes

Hengan

Haoyue

Vinda

Daio Paper

Ontex

Hayat Kimya

Yeesain

Himalaya Wellness

Harper Hygienics

PDI Healthcare

ABENA A/S

Nice-Pak Products, Inc.

Rockline Industries

Procotech Ltd

Aqua Wipes

Qimei

AHC

Newclears

ElinTree

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Eco-Friendly Baby Wipes product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Eco-Friendly Baby Wipes, with price, sales quantity, revenue, and global market share of Eco-Friendly Baby Wipes from 2021 to 2026.

Chapter 3, the Eco-Friendly Baby Wipes competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Eco-Friendly Baby Wipes breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Eco-Friendly Baby Wipes market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Eco-Friendly Baby Wipes.

Chapter 14 and 15, to describe Eco-Friendly Baby Wipes sales channel, distributors, customers, research findings and conclusion.

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