

Global Eco-Friendly Dry Baby Wipes Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Eco-Friendly Dry Baby Wipes market size is expected to reach \$ 474 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

Eco-Friendly Dry Baby Wipes refer to dry, disposable baby-care wipes or cotton-soft towels made primarily from renewable, plant-derived, biodegradable or plastic-reduced nonwoven substrates. Unlike pre-moistened baby wipes, these products are not soaked with lotion or cleansing liquid during production; caregivers normally use them directly as dry wipes or moisten them with clean water, warm water or baby-care lotion before use.

In 2025, global Eco-Friendly Dry Baby Wipes production reached approximately 19259 million Pcs, with an average global market price of around US\$ 16 per K Pcs.

The upstream raw materials mainly include wood pulp, dissolving pulp, viscose fiber, lyocell fiber, cotton fiber, spunlace nonwoven roll goods, airlaid nonwoven roll goods, wet-laid nonwoven substrates, embossing or perforation auxiliary materials, and paper or flexible-film packaging materials. 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 Dry Baby Wipes generally have an estimated finished-product gross margin of about 25%–50%.

Eco-Friendly Dry Baby Wipes are dry, disposable baby-care wipes and cotton-soft towels made with more sustainable nonwoven substrates and designed for direct dry use or for use after being moistened with clean water or baby-care liquid. From a product-type perspective, Wood Pulp-Based products are positioned as cost-efficient and absorbent solutions, suitable for mass-market household consumption and bulk-pack formats. Regenerated Cellulose Fiber-Based products use cellulose-derived fibers such as viscose or lyocell-type materials, offering softness, moisture absorption and better biodegradability potential, so they are increasingly used by brands emphasizing plastic reduction and plant-based materials. Cotton-Based products are usually positioned at the premium end of the market because cotton fibers provide strong softness, skin comfort and absorbency, making them especially suitable for newborns and babies with sensitive skin. Other products include mixed plant-fiber substrates, specialty biodegradable fibers and differentiated natural-fiber materials, which allow brands to develop claims around sustainability, low irritation, high softness or dry-and-wet dual use.

In terms of applications, Household Use is the core consumption scenario for Eco-Friendly Dry Baby Wipes because dry baby wipes are frequently used for diaper changing, face cleaning, hand and mouth cleaning, feeding-related cleaning, drool wiping, bathing assistance and daily baby care. This application has strong repeat-purchase characteristics and benefits from family demand for larger packs, higher safety standards and better skin comfort. Travel and Outdoor Use is also an important application because parents need portable, hygienic and easy-to-carry cleaning products during commuting, shopping, daycare transfer, short trips and outdoor activities. Products for this scenario usually emphasize compact packaging, resealable packs, individual packs and clean-use convenience. Other applications include maternity centers, hospitals, nurseries, childcare institutions, postpartum-care centers, baby-care gift packs and institutional care channels, where product safety, material transparency, softness and brand credibility are key purchasing criteria.

Market growth is driven by rising parental concern over baby skin sensitivity, which increases demand for fragrance-free, lotion-free, low-irritation and soft-touch dry wipes. Sustainability awareness is also pushing consumers and retailers to replace conventional synthetic-fiber wipes with Wood Pulp-Based, Regenerated Cellulose Fiber-

Based, Cotton-Based and other plant-derived or biodegradable alternatives. Premiumization in baby-care consumption supports higher-value cotton-soft towels, especially products positioned for newborns, sensitive skin and dry-and-wet dual use. E-commerce, mother-and-baby retail stores and social media channels are accelerating consumer education by making material claims, usage scenarios and product reviews easier to compare. The product also benefits from high-frequency household use, because one pack can be used across diaper changing, cleaning, feeding and bathing routines. In addition, institutional channels such as maternity centers, hospitals and childcare facilities are raising hygiene and safety expectations, further supporting demand for high-quality eco-friendly dry baby wipes.

Market restraints mainly come from higher material and production costs compared with conventional synthetic-fiber wipes. Cotton, regenerated cellulose fiber, premium wood pulp and specialty biodegradable substrates generally have higher and more volatile input costs, which can weaken price competitiveness in mass-market channels. Performance balance is another challenge because manufacturers must achieve softness, wet strength, absorbency, lint control and skin comfort while maintaining an eco-friendly positioning. Supply-chain stability can also be affected by pulp prices, cotton prices, energy costs, logistics fluctuations and the availability of qualified nonwoven substrates. Certification, quality testing and compliance requirements for baby-care products may increase development costs, especially for brands making biodegradability, plastic-reduction, sensitive-skin or newborn-use claims. Consumer understanding of terms such as eco-friendly, plant-based, biodegradable and natural remains uneven, which can create marketing confusion.

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

This report is a detailed and comprehensive analysis of the world market for Eco-Friendly 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 Eco-Friendly Dry Baby Wipes that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

Global Eco-Friendly Dry Baby Wipes production by region & country, production, value,

CAGR, 2021-2032, (USD Million) & (million Pcs), (based on production site)
Global Eco-Friendly Dry Baby Wipes consumption by region & country, CAGR, 2021-2032 & (million Pcs)
U.S. VS China: Eco-Friendly Dry Baby Wipes domestic production, consumption, key domestic manufacturers and share
Global Eco-Friendly Dry Baby Wipes production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (million Pcs)
Global Eco-Friendly Dry Baby Wipes production by Type, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs)
Global Eco-Friendly Dry Baby Wipes production by Application, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs)

This report profiles key players in the global Eco-Friendly 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., Yeesain (Deeyeo), Hangzhou Huasheng Daily Products Co., Ltd., Mother-K, Cotton Labo Co.,Ltd, 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 Eco-Friendly 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 Eco-Friendly Dry Baby Wipes Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Eco-Friendly Dry Baby Wipes Market, Segmentation by Type:

Wood Pulp-Based

Regenerated Cellulose Fiber-Based

Cotton-Based

Other

Global Eco-Friendly Dry Baby Wipes Market, Segmentation by Usage:

Diaper Change

Hand and Face Cleaning

Other

Global Eco-Friendly Dry Baby Wipes Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Global Eco-Friendly 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.

Yeesain (Deeyeo)

Hangzhou Huasheng Daily Products Co., Ltd.

Mother-K

Cotton Labo Co.,Ltd

AHC

Key Questions Answered:

1. How big is the global Eco-Friendly Dry Baby Wipes market?
2. What is the demand of the global Eco-Friendly Dry Baby Wipes market?

3. What is the year over year growth of the global Eco-Friendly Dry Baby Wipes market?
4. What is the production and production value of the global Eco-Friendly Dry Baby Wipes market?
5. Who are the key producers in the global Eco-Friendly Dry Baby Wipes market?
6. What are the growth factors driving the market demand?

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