

Global Facial Wipes Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Facial Wipes market size was valued at US\$ 2951 million in 2024 and is forecast to a readjusted size of USD 4378 million by 2031 with a CAGR of 5.9% during review period.

Facial Wipes were designed to gently and effectively remove dirt and germs from face anywhere, anytime. If you are looking for an easy way to cleanse your face or add a little moisture, face wipes can help you get the job done. One of the biggest reasons to use face wipes is the fact that they are quick and easy to use. For example, if you are extremely tired and don't want to take the time to cleanse and moisturize your face, this product will remove your makeup without the need for all the cleansing steps.

Global Facial Wipes key brands include P&G, Johnson & Johnson, Kimberly-Clark, Nice-Pak Products, Nox Bellcow Cosmetics, Beiersdorf and Pigeon, etc.

This report is a detailed and comprehensive analysis for global Facial Wipes market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales Channel. 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 Facial Wipes market size and forecasts, in consumption value (\$ Million), sales quantity (M Pcs), and average selling prices (USD/K Pcs), 2020-2031

Global Facial Wipes market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Pcs), and average selling prices (USD/K Pcs), 2020-2031

Global Facial Wipes market size and forecasts, by Type and by Sales Channel, in consumption value (\$ Million), sales quantity (M Pcs), and average selling prices (USD/K Pcs), 2020-2031

Global Facial Wipes market shares of main players, shipments in revenue (\$ Million), sales quantity (M Pcs), and ASP (USD/K Pcs), 2020-2025

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 Facial 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 Facial 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 P&G, Johnson & Johnson, Kimberly-Clark, Nice-Pak Products, Rockline Industries, Albaad Massuot, Beiersdorf, 3M, Diamond Wipes International, Pigeon, etc.

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

Market Segmentation

Facial Wipes market is split by Type and by Sales Channel. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Absorbent Cotton

Non-Woven Fabric

Market segment by Sales Channel

Multiples

Pharmacy

Discounters

Online

Specialist Retailer

Others

Major players covered

P&G

Johnson & Johnson

Kimberly-Clark

Nice-Pak Products

Rockline Industries

Albaad Massuot

Beiersdorf

3M

Diamond Wipes International

Pigeon

Lenzing

GS Covertng

Hengan Group

Tongling Jieya

Vinda Group

Shanghai Chicmax

My Beauty Diary

DR.JOU Biotech

Yujiahui

Herborist

THE FACE SHOP

SK-II

Choiskycn

L&P

Estee Lauder

Pechoin

Yalget

Avon

Kose

Proya

Shiseido

Inoherb

Cel-derma

Yangzhou Perfect Daily Chemicals

Procotech Limited

Unilever

Nox Bellcow Cosmetics

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 Facial Wipes product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Facial Wipes, with price, sales quantity, revenue, and global market share of Facial Wipes from 2020 to 2025.

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

Chapter 4, the Facial Wipes breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Sales Channel, with sales market share and growth rate by Type, by Sales Channel, from 2020 to 2031.

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 2020 to 2025. and Facial Wipes market forecast, by regions, by Type, and by Sales Channel, with sales and revenue, from 2026 to 2031.

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 Facial Wipes.

Chapter 14 and 15, to describe Facial Wipes sales channel, distributors, customers, research findings and conclusion.

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