

Global Flushable Moist Tissues Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Flushable Moist Tissues market size is expected to reach \$ 3995 million by 2032, rising at a market growth of 5.6% CAGR during the forecast period (2026-2032).

Flushable Moist Tissues, also called Flushable Moist Toilet Tissue or Flushable Toilet Wipes, are pre-moistened disposable hygiene sheets designed for post-toilet cleansing, toddler toilet training, adult personal hygiene, elderly care and institutional patient care. The product is usually made from dispersible paper, wood-pulp-based substrate, regenerated cellulose fibers, plant-based nonwoven or blended cellulosic substrate, and is impregnated with purified water, mild surfactants, humectants, skin-soothing ingredients and preservatives. Its core technical requirement is to maintain adequate wet strength and softness during use, while dispersing after flushing under appropriate conditions.

In 2025, global Flushable Moist Tissues production reached approximately 128771 million Pcs, with an average global market price of around US\$ 20 per K Pcs.

The upstream raw materials mainly include wood pulp, dissolving pulp, viscose/rayon, lyocell, dispersible nonwoven basesheet, purified water, mild surfactants, humectants, preservatives, skin-soothing additives and flexible packaging films. Key raw-material and substrate suppliers include Suzano, UPM Pulp and Sappi for wood pulp or dissolving pulp; Lenzing for VEOCEL viscose and lyocell fibers used in nonwoven applications; Magnera for moist toilet tissue basesheet and specialty nonwoven solutions; and chemical ingredient suppliers such as BASF, Dow, Evonik, Croda and Ashland for surfactants, humectants, preservatives and skin-care additives.

Downstream applications include Household Bathroom Hygiene, Personal On-the-Go

Hygiene, Healthcare and Institutional Care, and Other uses. The major customer groups are families, hospitals, nursing homes and institutional, etc.

Based on industry structure and comparable hygiene-consumer-goods economics, the gross margin of Flushable Moist Tissues is generally at 25%–40%.

Flushable Moist Tissues are disposable moist hygiene tissues designed to be used after toileting or for intimate cleansing and then flushed under appropriate sewer or septic conditions. By product type, the market is mainly divided into Baby Flushable Moist Tissues and Adult Flushable Moist Tissues. Baby Flushable Moist Tissues are positioned around infant and toddler hygiene, with emphasis on mild formulations, skin-friendliness, softness, low irritation, and parental convenience. Adult Flushable Moist Tissues are the dominant product type, supported by broader daily-use scenarios, higher purchase frequency, stronger penetration in bathroom hygiene, and expanding demand from adults seeking a cleaner and more comfortable alternative to dry toilet paper. Compared with baby-use products, adult flushable moist tissues have a wider consumer base and stronger linkage with household bathroom upgrades, personal hygiene awareness, and premium tissue consumption.

By application, Flushable Moist Tissues are used in Household Bathroom Hygiene, Personal On-the-Go Hygiene, Healthcare and Institutional Care, and Other applications. Household Bathroom Hygiene is the dominant application market because flushable moist tissues are most commonly placed in bathrooms as a daily toileting companion and are increasingly used together with conventional toilet paper.

Market growth is mainly driven by rising consumer awareness of personal hygiene, the shift from dry toilet paper to more comfortable moist cleansing products, increasing demand for convenient bathroom hygiene solutions, the growth of aging populations and care-related hygiene needs, and product upgrades in flushability, skin compatibility, packaging, and fragrance-free or sensitive-skin formulations. The category also benefits from premiumization in household paper products, stronger acceptance of intimate hygiene products, the expansion of e-commerce and subscription purchasing, and the growing use of compact portable packs for travel and daily mobility. As consumers pay more attention to cleanliness, comfort, and convenience, Adult Flushable Moist Tissues and Household Bathroom Hygiene are expected to remain the core growth anchors of the market.

The market also faces restraints from sewer blockage concerns, stricter scrutiny over flushability claims, environmental pressure related to nonwoven materials and

wastewater systems, higher production costs compared with ordinary dry tissue, and consumer confusion between truly flushable products and conventional wet wipes. Regulatory requirements, municipal wastewater guidelines, and retailer standards may increase compliance costs for manufacturers. In addition, price sensitivity in mass-market tissue consumption, competition from dry toilet paper, bidets, reusable cleansing solutions, and non-flushable wet wipes may limit penetration in some regions. For the market to expand sustainably, brands need to balance softness, strength, dispersibility, affordability, and credible environmental positioning.

This report studies the global Flushable Moist Tissues production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Flushable Moist Tissues 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 Flushable Moist Tissues that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Flushable Moist Tissues total production and demand, 2021-2032, (million Pcs)

Global Flushable Moist Tissues total production value, 2021-2032, (USD Million)

Global Flushable Moist Tissues production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs), (based on production site)

Global Flushable Moist Tissues consumption by region & country, CAGR, 2021-2032 & (million Pcs)

U.S. VS China: Flushable Moist Tissues domestic production, consumption, key domestic manufacturers and share

Global Flushable Moist Tissues production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (million Pcs)

Global Flushable Moist Tissues production by Type, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs)

Global Flushable Moist Tissues production by Application, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs)

This report profiles key players in the global Flushable Moist Tissues 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 Yeesain (Deeyeo), Kimberly-Clark (Cottonelle, Scott, Kleenex), Vinda (Vinda, Tempo), DUDE Products, P&G (Charmin), Hengan (Xin

Xiang Yin), Dafi (Haoyue), C&S, Breeze (GOLD HONGYE PAPER), Essity (Zewa, Lotus, Tempo, Colhogar, Edet), 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 Flushable Moist Tissues 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 Flushable Moist Tissues Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Flushable Moist Tissues Market, Segmentation by Type:

Baby Flushable Moist Tissues

Adult Flushable Moist Tissues

Global Flushable Moist Tissues Market, Segmentation by Materials:

Wood Pulp-Based

Regenerated Cellulose Fiber-Based

Other

Global Flushable Moist Tissues Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Global Flushable Moist Tissues Market, Segmentation by Application:

Household Bathroom Hygiene

Personal On-the-Go Hygiene

Healthcare and Institutional Care

Other

Companies Profiled:

Yeesain (Deeyeo)

Kimberly-Clark (Cottonelle, Scott, Kleenex)

Vinda (Vinda, Tempo)

DUDE Products

P&G (Charmin)

Hengan (Xin Xiang Yin)

Dafi (Haoyue)

C&S

Breeze (GOLD HONGYE PAPER)

Essity (Zewa, Lotus, Tempo, Colhogar, Edet)

Unicharm Corporation (Moony, Lifree)

Kao Corporation

Daio Paper Corporation (Elleair, Attento)

Sofidel Group

Bodywise (UK) Ltd (Natracare)

OLDAM

PDI Healthcare (Hygea)

Key Questions Answered:

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

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