

# Global Flushable Moist Tissues 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 Flushable Moist Tissues market size was valued at US\$ 2714 million in 2025 and is forecast to a readjusted size of US\$ 3995 million by 2032 with a CAGR of 5.6% during review period.

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 is a detailed and comprehensive analysis for global Flushable Moist Tissues 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 Flushable Moist Tissues market size and forecasts, in consumption value (\$ Million), sales quantity (million Pcs), and average selling prices (USD/K Pcs), 2021-2032

Global Flushable Moist Tissues 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 Flushable Moist Tissues 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 Flushable Moist Tissues 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 Flushable Moist Tissues

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 Flushable Moist Tissues 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 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.

## Market Segmentation

Flushable Moist Tissues 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

Baby Flushable Moist Tissues

Adult Flushable Moist Tissues

### Market segment by Materials

Wood Pulp-Based

Regenerated Cellulose Fiber-Based

Other

#### Market segment by Sales Channel

Online Sales

Offline Sales

#### Market segment by Application

Household Bathroom Hygiene

Personal On-the-Go Hygiene

Healthcare and Institutional Care

Other

#### Major players covered

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)

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 Flushable Moist Tissues product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Flushable Moist Tissues, with price, sales

quantity, revenue, and global market share of Flushable Moist Tissues from 2021 to 2026.

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

Chapter 4, the Flushable Moist Tissues 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 Flushable Moist Tissues 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 Flushable Moist Tissues.

Chapter 14 and 15, to describe Flushable Moist Tissues sales channel, distributors, customers, research findings and conclusion.

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