

# Global Personal Wipes Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Personal Wipes market size is expected to reach \$ 8037 million by 2032, rising at a market growth of 6.0% CAGR during the forecast period (2026-2032).

Personal Wipes are pre-moistened, single-use sheet products designed for personal cleansing and hygiene. They are typically composed of a folded or interfold nonwoven substrate together with a lotion system. In commercial form, they are commonly sold as single sheets, soft packs, canisters, or individually wrapped sachets. Spunlace nonwovens are the most common substrate, while wetlaid, airlaid, and composite structures are also used. Common fiber inputs include cotton, viscose, wood-pulp-based cellulosic fibers, polypropylene, polyester, and blended fibers. The liquid phase is usually water-based and may contain surfactants, humectants, emollients, preservatives, pH adjusters, fragrance, and in some cases antibacterial or medicated active ingredients. The category usually covers facial wipes, hand and body wipes, wet toilet tissue or flushable wipes, feminine hygiene wipes, antibacterial wipes, and medicated wipes. Their functional mechanism combines the mechanical wiping action of the substrate with wetting, loosening, dissolving, dispersing, and transferring soils through the lotion system, enabling immediate cleansing with little or no rinse water. From a manufacturing perspective, the key technical requirements include substrate softness and wet strength, compatibility between fibers and lotion, microbial control, preservative stability, sealing and moisture retention, skin compatibility, and regulatory compliance; flushable products additionally require suitable dispersibility and wastewater-system compatibility. Current suppliers are mainly large FMCG and personal care groups, tissue and nonwovens manufacturers, specialized wet-wipe OEM/ODM producers, and some medical and care consumables companies.

The Personal Wipes market remains on a steady expansion path. The main

opportunities come from long-term improvement in hygiene awareness, normalization of portable cleansing habits, wider acceptance of feminine intimate care and post-toilet cleansing, and growing demand for no-rinse body cleansing in an aging population. Compared with basic low-price wipes, current growth is increasingly concentrated in mid- to premium-tier products that offer softer skin feel, lower irritation, fragrance-free or sensitive-skin positioning, cotton-based or cellulosic substrates, and biodegradable or flushable claims. On the channel side, e-commerce, club retail, and private label continue to gain share, which benefits manufacturers with strong formulation development, fast sampling, scale delivery, and compliance capabilities. For brand owners, the combination of facial, body, wet toilet tissue, feminine hygiene, and antibacterial subcategories is gradually shifting Personal Wipes from a supplementary hygiene product toward a higher-frequency daily-consumption item.

The main market challenges are concentrated in three areas. First, because the product is a high-moisture system, it requires strict control over microbiology, preservative balance, package sealing, and storage stability; insufficient control in formulation design, filling environment, or packaging barrier performance can lead to quality and recall risks. Second, constraints related to plastic content, biodegradability, flushability, and wastewater-system compatibility are becoming more important, and companies that over-claim environmental or flushable performance for ordinary wipes face growing compliance and brand risk. Third, substrate economics are still exposed to volatility in fiber inputs and nonwoven costs, while many end markets remain price-sensitive, putting pressure on margins when producers upgrade materials. For medical, medicated, or antibacterial Personal Wipes, there are also higher requirements for active ingredient management, efficacy substantiation, and labeling discipline.

Downstream demand is shifting from general-purpose cleansing toward scenario-based cleansing. One track is the continued move toward small portable packs and interfold packs for everyday carry, emphasizing convenience, quick use, and mild skin feel. Another track is the rise of high-frequency scenarios such as post-toilet cleansing, feminine intimate care, bedside bathing, incontinence care, and travel hygiene, where users increasingly expect greater thickness, softness, lotion loading, fragrance-free positioning, and larger sheet sizes. A third track centers on substrate upgrading, with stronger interest in cotton-based, wood-pulp-based, and other cellulosic material systems. Future downstream demand will not be driven simply by whether a wipe is available, but by how well the product fits a specific use scenario, how gentle it is, how credible its environmental positioning is, and how clearly it is tiered on price versus performance.

This report studies the global Personal Wipes production, demand, key manufacturers, and key regions.

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

### **Highlights and key features of the study**

Global Personal Wipes total production and demand, 2021-2032, (K Units)

Global Personal Wipes total production value, 2021-2032, (USD Million)

Global Personal Wipes production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Personal Wipes consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Personal Wipes domestic production, consumption, key domestic manufacturers and share

Global Personal Wipes production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Personal Wipes production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Personal Wipes production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Personal 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 Procter & Gamble, Kimberly-Clark, Essity, Unicharm, Kao, Daio Paper, Ontex, Edgewell Personal Care, Hengan International Group, Vinda International Holdings, 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 Personal Wipes market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) 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 Personal Wipes Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Personal Wipes Market, Segmentation by Type:

Facial Wipes

Hand & Body Wipes

Wet Toilet Tissue

Feminine Intimate Wipes

Others

#### Global Personal Wipes Market, Segmentation by Substrate Manufacturing Process:

Spunlace Nonwoven

Airlaid Nonwoven

Wetlaid Nonwoven

Composite Nonwoven

Others

#### Global Personal Wipes Market, Segmentation by Fiber Composition:

Cotton

Viscose / Rayon

Wood Pulp-based Cellulosic

Polypropylene

Polyester

Blended Fibers

Others

#### Global Personal Wipes Market, Segmentation by Packaging Format:

Soft Pack

Tub / Canister

Sachet / Individually Wrapped

Refill Pack

Institutional Bulk Pack

Others

Global Personal Wipes Market, Segmentation by Application:

Adults

Babies

Companies Profiled:

Procter & Gamble

Kimberly-Clark

Essity

Unicharm

Kao

Daio Paper

Ontex

Edgewell Personal Care

Hengan International Group

Vinda International Holdings

Pigeon

Winner Medical

Tongling Jieya Biologic Technology

Albaad

Rockline Industries

Nice-Pak

Diamond Wipes International

First Quality

Medline

Meridian Industries

SAPRO

N?lken Hygiene Products

Premier Care Industries

American Hygienics

Harper Hygienics

Ecowipes

A World of Wipes

Vento Hygiene

Phoenix Healthcare Solutions

MS Turk Global Hygienic Products

Indian Health & Hygienics Corporation

Guangxi Shuya Health Care-Products

Henan Yeesain Health Technology

Rebel Converting

Courtois Wet Wipes Experts

**Key Questions Answered:**

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

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