

# Global Plant-Based Wet Baby Wipes 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 Plant-Based Wet Baby Wipes market size was valued at US\$ 782 million in 2025 and is forecast to a readjusted size of US\$ 1133 million by 2032 with a CAGR of 5.4% during review period.

Plant-Based Wet Baby Wipes are pre-moistened disposable wipes designed for infant and baby hygiene, mainly used for diaper changing, bottom cleansing, hand-and-mouth cleaning, facial wiping, body cleansing and daily sensitive-skin care. The product uses plant-origin or cellulosic nonwoven substrates as the main wipe material, such as wood pulp, regenerated cellulose fibres, cotton, bamboo-derived cellulose and other plant-based fibres, and is saturated with a mild wetting liquid containing purified water, humectants, gentle cleansing agents, pH adjusters, preservatives and skin-conditioning ingredients.

In 2025, global Plant-Based Dry Baby Wipes production reached approximately 30482 million Pcs, with an average global market price of around US\$ 25 per K Pcs.

The upstream raw materials mainly include wood pulp, dissolving pulp, viscose fibre, rayon, lyocell fibre, modal fibre, cotton, organic cotton, bamboo-derived cellulose, spunlace nonwoven substrates, wetlaid nonwovens, airlaid nonwovens, purified water, glycerin and other humectants, mild surfactants, pH adjusters, preservatives, skin-conditioning agents, packaging films, plastic lids, resealable labels and cartons. Major upstream fibre, pulp and nonwoven suppliers include Lenzing, Sateri, Suominen, Ahlstrom, Kelheim Fibres, Suzano, UPM, Stora Enso, Arauco, S?dra, Olam Agri, Louis Dreyfus Company and Cargill.

Plant-Based Wet Baby Wipes are mainly used in Household Use, Travel and Outdoor Use, and Other applications. Household Use is the core daily consumption scenario, covering diaper changing, baby skin cleaning and routine family baby care. Major downstream customers include infant families, hospitals, maternity care institutions and childcare service providers.

The gross margin of plant-based wet baby wipes varies by substrate route, formulation complexity, certification level, brand positioning and sales model. The typical gross margin is around 20%–55%.

Plant-Based Wet Baby Wipes can be segmented by product type into Wood Pulp-Based, Regenerated Cellulose Fiber-Based, Cotton-Based Wet Baby Wipes and Other. Wood pulp-based products use wood pulp, pulp-derived cellulose or pulp-rich nonwoven substrates as the main material, offering good liquid absorption, relatively stable raw-material availability, cost efficiency and strong suitability for large-scale production, especially for mass household baby-care products and retail private-label lines. Regenerated cellulose fibre-based products are typically made from viscose, lyocell, rayon, modal or similar cellulosic fibres, and are positioned around softness, skin comfort, wet-use performance and sustainability. Cotton-based wet baby wipes use natural cotton, pure cotton or organic cotton substrates, and are commonly positioned for newborns, sensitive skin and premium baby-care applications. Other products include bamboo-based, mixed plant-fibre-based and other innovative plant-derived substrates, which are often used for differentiated eco-positioning, regional brands and specific functional products.

By application, Plant-Based Wet Baby Wipes are segmented into Household Use, Travel and Outdoor Use and Other, with Household Use being the dominant application market. Household Use covers daily diaper changing, bottom cleansing, hand cleaning, face wiping, drool wiping, feeding cleanup, bath-time assistance and routine baby skin care, making it the core demand scenario because of high usage frequency, fast consumption, stable repeat purchases and strong household stock-up demand. Travel and Outdoor Use includes travel, outdoor activities, commuting, daycare pickup, temporary cleaning in public places and diaper changing outside the home, where compact packs, sealing performance, portability, easy dispensing and moisture retention are particularly important. Other applications include maternity hospitals, postpartum care centers, daycare centers, nurseries, pediatric clinics, hotels and other institutional baby-care settings. Although these uses are usually smaller than household demand, they help improve professional-channel acceptance and brand credibility.

Market growth is supported by several structural drivers. Babies have delicate skin, and parents are increasingly focused on low-irritation materials, softness, reduced chemical exposure and sensitive-skin suitability, which supports the expansion of wood pulp-based, regenerated cellulose fibre-based and cotton-based wet baby wipes from premium segments into broader baby-care consumption. Plastic reduction, plastic-free substrates, plant-derived fibres and sustainable consumption are encouraging brands to strengthen plant-based positioning while using eco-friendly packaging, fragrance-free or hypoallergenic formulations to differentiate their products. Household Use, as the dominant application market, provides high-frequency essential demand and stable repeat purchasing. The development of e-commerce platforms, baby specialty chains, pharmacy channels, supermarkets and retailer private labels improves consumer access and creates entry opportunities for emerging brands and OEM/ODM manufacturers. At the same time, advances in spunlace nonwovens, regenerated cellulose fibres, cotton-based nonwoven materials and wetting-liquid formulation technology are improving softness, absorbency, wet strength, low linting and skin comfort, further expanding consumer acceptance.

The market also faces several restraints. Plant-based substrates are generally more expensive than conventional synthetic or blended materials, especially cotton-based, lyocell-based and high-quality regenerated cellulose fibre-based products, which can result in higher retail prices and slower penetration in price-sensitive markets. As pre-moistened products, baby wet wipes must also manage microbial control, preservative systems, skin safety, formula stability and shelf life, creating a technical balance between natural-origin positioning and preservation requirements. Price volatility in upstream wood pulp, cotton, regenerated cellulose fibres and packaging materials can affect manufacturing costs and gross margin stability. Low-cost conventional baby wet wipes, traditional tissues, baby dry wipes, reusable cotton cloths and other baby-cleansing products continue to create substitution pressure, while excessive green marketing by some products may also weaken consumer trust in plant-based wet wipes.

This report is a detailed and comprehensive analysis for global Plant-Based Wet Baby Wipes 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 Plant-Based Wet Baby Wipes market size and forecasts, in consumption value (\$ Million), sales quantity (million Pcs), and average selling prices (USD/K Pcs), 2021-2032

Global Plant-Based Wet Baby Wipes 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 Plant-Based Wet Baby Wipes 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 Plant-Based Wet Baby Wipes 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 Plant-Based Wet Baby 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 Plant-Based Wet Baby 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 Procter & Gamble, Kimberly-Clark, Unicharm, WaterWipes, Hengan, Haoyue, Vinda, Daio Paper, Ontex, Hayat Kimya, etc.

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

Market Segmentation

Plant-Based Wet Baby Wipes 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

Wood Pulp-Based

Regenerated Cellulose Fiber-Based

Cotton-Based Baby Wipes

Other

#### Market segment by Usage

Diaper Change

Hand and Face Cleaning

Other

#### Market segment by Sales Channel

Online Sales

Offline Sales

#### Market segment by Application

Household Use

Travel and Outdoor Use

Other

## Major players covered

Procter & Gamble

Kimberly-Clark

Unicharm

WaterWipes

Hengan

Haoyue

Vinda

Daio Paper

Ontex

Hayat Kimya

Yeesain

Himalaya Wellness

Harper Hygienics

PDI Healthcare

ABENA A/S

Nice-Pak Products, Inc.

Rockline Industries

Procotech Ltd

Aqua Wipes

Qimei

AHC

Newclears

ElinTree

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 Plant-Based Wet Baby Wipes product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Plant-Based Wet Baby Wipes, with price, sales quantity, revenue, and global market share of Plant-Based Wet Baby Wipes from 2021 to 2026.

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

Chapter 4, the Plant-Based Wet Baby Wipes 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 Plant-Based Wet Baby Wipes 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 Plant-Based Wet Baby Wipes.

Chapter 14 and 15, to describe Plant-Based Wet Baby Wipes sales channel, distributors, customers, research findings and conclusion.

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