

# Global Plastic-Free Baby Wipes Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Plastic-Free Baby Wipes market size is expected to reach \$ 1251 million by 2032, rising at a market growth of 5.6% CAGR during the forecast period (2026-2032).

Plastic-Free Baby Wipes refer to disposable baby-care wipes and dry cotton-soft wipes designed for infant and toddler skin cleaning, diaper changing, hand and mouth wiping, face cleaning, bathing assistance and daily hygiene care. The defining feature is that the wipe substrate does not contain conventional plastic fibers such as polyester, polypropylene or polyethylene. Instead, the product is mainly made from non-plastic fiber substrates such as wood pulp, regenerated cellulose fibers, cotton fibers, bamboo-derived cellulose or other plant-origin fibers. This product includes both pre-moistened baby wipes and dry baby wipes that can be used directly or moistened with water.

In 2025, global Plastic-Free Baby Wipes production reached approximately 33099 million Pcs, with an average global market price of around US\$ 22 per K Pcs.

The upstream raw materials of plastic-free baby wipes mainly include wood pulp, dissolving pulp, viscose fiber, rayon, lyocell fiber, bamboo-derived cellulose fiber, cotton fiber, cotton linter, spunlace nonwoven roll goods, wetlaid nonwoven substrates, airlaid substrates, purified water, mild surfactants, humectants, skin-conditioning ingredients, pH adjusters, baby-care-grade preservatives, embossing materials, converting materials, sealing labels, paper packaging and flexible packaging materials. The representative suppliers include Lenzing, Sateri, Birla Cellulose, Kelheim Fibres, Tangshan Sanyou, etc.

Plastic-free 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 plastic-free baby wipes varies by product format, substrate type, formulation, thickness, certification requirement, brand positioning, manufacturing model and sales channel. The typical gross margin is generally around 20%–55%.

Plastic-Free Baby Wipes are disposable baby-care wipes and dry cotton-soft wipes designed for infant and toddler skin cleaning, diaper-changing assistance, hand and mouth wiping, face cleaning and daily hygiene care. The category includes both pre-moistened baby wipes containing purified water or mild cleansing lotion and dry baby wipes that can be used directly or moistened with water before use. The defining feature is that the wipe substrate does not contain conventional plastic fibers such as polyester, polypropylene or polyethylene; instead, it is made from wood pulp, regenerated cellulose fibers, natural cotton fibers or other non-plastic fiber materials. Plastic-free baby wipes do not automatically mean flushable, compostable or plastic-free in packaging, unless the product carries separate certification or labeling. Their market value is mainly driven by reduced plastic-fiber use, improved baby-care safety perception, sustainability positioning and multi-scenario usability.

By product type, Plastic-Free Baby Wipes can be segmented into Wood Pulp-Based, Regenerated Cellulose Fiber-Based, Cotton-Based and Other. Wood Pulp-Based products mainly use pulp or pulp-blended substrates, offering good absorbency, cost efficiency and scalable supply, which makes them suitable for mass-market household packs, retailer private-label programs and high-frequency daily-use consumption. Regenerated Cellulose Fiber-Based products are typically made from viscose, lyocell, bamboo-derived cellulose or similar materials, providing a balanced combination of softness, absorbency, wet strength and environmental positioning, and are suitable for mid-to-premium baby-care brands, sensitive-skin products and sustainability-focused channels. Cotton-Based products use natural cotton or cotton spunlace nonwovens as their core selling point, offering stronger skin-friendly perception and premium positioning, and are commonly used for newborns, babies with sensitive skin, premium maternal-and-baby care and professional care scenarios. Other products include mixed plant-fiber substrates, bio-based fiber blends, special embossed structures, differentiated thickness specifications, customized lotion formulations and channel-specific products designed to meet different requirements for price, texture, absorbency, tensile strength, pack size and brand positioning.

By application, Plastic-Free Baby Wipes can be segmented into Household Use, Travel and Outdoor Use and Other, with Household Use being the dominant application market. Household Use covers high-frequency scenarios such as diaper changing, newborn cleaning, face wiping, hand wiping, drool cleaning, post-feeding cleanup, bathing assistance and daily baby care. These use cases generate frequent consumption and stable repeat purchase, forming the core demand base of the market. Travel and Outdoor Use covers diaper bags, car travel, daycare, restaurants, flights, hotels, camping and emergency cleaning, where portable packs, travel-size packs, individually packed wipes and resealable packaging are especially important. Other applications include maternity hospitals, postpartum care centers, nurseries, pediatric care, mother-and-baby gift packs, e-commerce trial packs, institutional hygiene kits and retailer private-label programs. Although these scenarios are generally smaller than household consumption, they require higher standards in cleanliness, material safety, skin compatibility and brand credibility, supporting the professionalization and premiumization of the category.

Market growth is driven by the upgrading of infant-care safety standards, the substitution of plastic-based materials and broader premiumization in maternal-and-baby consumption. Infant skin has a weaker protective barrier, and household consumers are paying increasing attention to soft, skin-friendly, low-irritation, low-additive and fragrance-free care products, creating a strong basis for plastic-free baby wipes to replace ordinary tissues, small towels and some conventional synthetic-fiber wipes. Sustainability trends, plastic-reduction awareness and broader adoption of renewable materials are increasing market acceptance of wood pulp-based, regenerated cellulose fiber-based and cotton-based products. Young parents, newborn families and mid-to-high-income maternal-and-baby consumers are more willing to pay a premium for material transparency, plastic-free claims, natural fibers, trusted safety positioning and environmental responsibility. E-commerce platforms, mother-and-baby retail chains, content marketing and social media recommendations are improving consumer education and helping household packs, portable packs, multipacks and gift sets cover more usage occasions. Hospitals, maternity centers, daycare institutions and professional baby-care channels also generate demand for clean, safe and mild hygiene consumables, pushing plastic-free baby wipes from general daily consumer goods toward professional care products. At the same time, the growth of retailer private labels and OEM/ODM manufacturing models makes it easier for this product category to scale across supermarkets, e-commerce, pharmacies and maternal-and-baby retail channels.

Market restraints remain significant. Plastic-free substrates usually rely on wood pulp,

viscose, lyocell, cotton fibers or similar raw materials, which generally cost more than ordinary tissue or conventional fossil-based nonwovens, creating pressure on retail pricing, channel margins and consumer affordability. Wet wipes must maintain liquid stability, microbial control, skin mildness and shelf life, while dry wipes must deliver softness, absorbency, wet strength and linting control; both formats therefore require strong process control and quality management. Competition among brand owners, OEM/ODM manufacturers, online brands and retailer private labels is intense, which can lead to product homogenization, price competition and excessive sustainability claims. Raw-material price volatility, pulp and cotton supply fluctuations, exchange rates, freight costs, packaging costs and regulatory differences across regions regarding baby products, plastic-free claims and chemical residues also increase cost-control and compliance pressure for manufacturers.

This report studies the global Plastic-Free Baby Wipes production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Plastic-Free Baby Wipes total production and demand, 2021-2032, (million Pcs)

Global Plastic-Free Baby Wipes total production value, 2021-2032, (USD Million)

Global Plastic-Free Baby Wipes production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs), (based on production site)

Global Plastic-Free Baby Wipes consumption by region & country, CAGR, 2021-2032 & (million Pcs)

U.S. VS China: Plastic-Free Baby Wipes domestic production, consumption, key domestic manufacturers and share

Global Plastic-Free Baby Wipes production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (million Pcs)

Global Plastic-Free Baby Wipes production by Type, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs)

Global Plastic-Free Baby Wipes production by Application, production, value, CAGR, 2021-2032, (USD Million) & (million Pcs)

This report profiles key players in the global Plastic-Free Baby 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, Haoyue, Ontex, Daio Paper, Hayat Kimya, Himalaya Wellness, Harper Hygienics, PDI Healthcare, ABENA A/S, 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 Plastic-Free Baby Wipes 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 Plastic-Free Baby Wipes Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Plastic-Free Baby Wipes Market, Segmentation by Type:

Wood Pulp-Based

Regenerated Cellulose Fiber-Based

Cotton-Based

Other

### Global Plastic-Free Baby Wipes Market, Segmentation by Usage:

Diaper Change

Hand and Face Cleaning

Other

### Global Plastic-Free Baby Wipes Market, Segmentation by Product Form:

Plastic-Free Wet Baby Wipes

Plastic-Free Dry Baby Wipes

### Global Plastic-Free Baby Wipes Market, Segmentation by Application:

Household Use

Travel and Outdoor Use

Other

### Companies Profiled:

Procter & Gamble

Kimberly-Clark

Haoyue

Ontex

Daio Paper

Hayat Kimya

Himalaya Wellness

Harper Hygienics

PDI Healthcare

ABENA A/S

Nice-Pak Products, Inc.

Procotech Ltd

AHC

Newclears

ElinTree

Winner Medical (PurCotton)

Bc Babycare

Essity AB

Cotton Labo Co.,Ltd

Hangzhou Huasheng Daily Products Co., Ltd.

Graminton Enterprise Ltd.

Key Questions Answered:

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

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