

# Global Plastic-Free 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 Plastic-Free Wet Baby Wipes market size was valued at US\$ 545 million in 2025 and is forecast to a readjusted size of US\$ 799 million by 2032 with a CAGR of 5.5% during review period.

Plastic-Free Wet Baby Wipes are disposable pre-moistened wipes designed for infant and toddler skin cleaning, diaper changing, hand and mouth wiping, face cleaning and daily hygiene care, with the key material requirement that the wipe substrate does not contain conventional plastic fibers such as polyester, polypropylene or polyethylene. Instead, the substrate is usually made from wood pulp, regenerated cellulose fibers, cotton fibers, bamboo-derived cellulose or other non-plastic plant-based fibers.

In 2025, global Plastic-Free Wet Baby Wipes production reached approximately 20931 million Pcs, with an average global market price of around US\$ 25per K Pcs.

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

Plastic-Free 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 plastic-free wet baby wipes depends on substrate type, formulation, certification level, brand positioning, manufacturing model and sales channel. The typical gross margin is generally around 20%–55%.

Plastic-Free Wet Baby Wipes are disposable pre-moistened wipes used for infant and toddler diaper changing, hand and mouth cleaning, face wiping and daily skin-care hygiene. 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 plant-derived fibers. This category is not simply conventional baby wipes with more sustainable packaging; it represents a material-level shift away from plastic-based nonwoven substrates, addressing consumer demand for baby-care products that are safer, softer, lower-irritation and more environmentally responsible. It is important to note that plastic-free does not automatically mean flushable, compostable or plastic-free in packaging unless the product carries separate certification or labeling.

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

By application, Plastic-Free Wet 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, face

cleaning, hand wiping, drool cleaning, post-feeding cleanup, bathing assistance, daily wiping and newborn care. These scenarios generate stable repeat purchases and form 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 Use, they have higher requirements for clean production, material safety, skin compatibility and brand credibility, supporting the professionalization and premiumization of the category.

Market growth is driven by several structural factors. Infant skin is delicate, and consumer demand for low-irritation, fragrance-free, low-additive and soft skin-friendly materials continues to rise, creating a strong basis for replacing some conventional synthetic-fiber baby wipes. Sustainability trends, plastic-reduction awareness and broader adoption of renewable materials are increasing the market acceptance of wood pulp-based, regenerated cellulose fiber-based and cotton-based products. Young parents, newborn families and mid-to-high-income baby-care consumers are more willing to pay a premium for material transparency, plastic-free claims, 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, mild and safe hygiene consumables, pushing plastic-free baby wipes from general consumer goods toward more professional care products. At the same time, the expansion of retailer private labels and OEM/ODM manufacturing models makes it easier for plastic-free baby wipes to scale across supermarkets, e-commerce, pharmacies and maternal-and-baby channels.

Market restraints remain significant. Plastic-free substrates typically rely on wood pulp, viscose, lyocell, cotton fibers or similar raw materials, which usually cost more than conventional polyester or polypropylene-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 plastic-free substrates place higher demands on manufacturing technology in terms of wet strength, linting control, liquid distribution and sheet stability. 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 environmental claims. Raw-material price volatility, pulp and cotton supply fluctuations, exchange rates, freight costs, packaging costs and regulatory differences across regions regarding baby products, wipe ingredients, plastic-free claims and chemical residues also increase cost-control and compliance pressure for manufacturers.

This report is a detailed and comprehensive analysis for global Plastic-Free 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 Plastic-Free 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 Plastic-Free 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 Plastic-Free 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 Plastic-Free 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 Plastic-Free 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 Plastic-Free 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, 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.

### Market Segmentation

Plastic-Free 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

Haoyue

Ontex

Daio Paper

Hayat Kimya

Himalaya Wellness

Harper Hygienics

PDI Healthcare

ABENA A/S

Nice-Pak Products, Inc.

Procotech Ltd

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 Plastic-Free Wet Baby Wipes product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Plastic-Free 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 Plastic-Free 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 Plastic-Free Wet Baby Wipes.

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

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