

# Global Sensitive Dry Baby Wipes Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Sensitive Dry Baby Wipes market size is expected to reach \$ 475 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

Sensitive Dry Baby Wipes refer to dry, disposable baby cleansing wipes designed for infants with delicate, irritation-prone or sensitive skin. Unlike pre-moistened baby wipes, sensitive dry baby wipes are supplied without liquid lotion and can be used directly for gentle dry wiping or moistened with clean water before use. The product is mainly used for diaper changing, face cleaning, hand-and-mouth care, newborn care, bathing assistance and daily household hygiene. Sensitive dry baby wipes emphasize softness, low linting, high absorbency, low irritation, skin-friendly touch and safe frequent contact with baby skin.

In 2025, global Sensitive Dry Baby Wipes production reached approximately 19259 million Pcs, with an average global market price of around US\$ 16 per K Pcs.

The upstream raw materials mainly include wood pulp, dissolving pulp, viscose fiber, lyocell fiber, cotton fiber, spunlace nonwoven roll goods, airlaid nonwoven roll goods, wet-laid nonwoven substrates, embossing or perforation auxiliary materials, and paper or flexible-film packaging materials. Representative upstream suppliers include Suzano, Lenzing, Sateri, Kelheim Fibres, Tangshan Sanyou, Suominen, Ahlstrom and Sandler, etc.

Downstream applications are mainly Household Use, Travel and Outdoor Use, and Other. Household use is the core demand scenario, including diaper changing, hand-and-mouth cleaning, face cleaning, post-feeding cleaning and routine baby care at home. Travel and outdoor use covers portable packs for short trips, commuting, outdoor

activities, shopping, daycare transfer and emergency cleaning. Other applications include maternity centers, hospitals, nurseries, childcare institutions, etc.

Sensitive Dry Baby Wipes generally have an estimated finished-product gross margin of about 25%–50%.

By product type, Sensitive Dry Baby Wipes are divided into Wood Pulp-Based, Regenerated Cellulose Fiber-Based, Cotton-Based, Bamboo-Based and Other products. Wood Pulp-Based sensitive dry baby wipes benefit from mature raw material supply, stable absorbency, good cost control and suitability for large-scale production, making them an important option for mass-market household baby-care products. Regenerated Cellulose Fiber-Based products combine softness, absorbency, skin-friendly performance and plant-derived material positioning, which makes them attractive for brands targeting gentle care, sustainability and upgraded baby hygiene needs. Cotton-Based products are usually positioned in the premium segment, emphasizing natural softness, delicate skin contact, high comfort and suitability for newborns or babies with highly sensitive skin. Bamboo-Based products are commonly promoted through plant-based, soft-touch, breathable and environmentally oriented claims, meeting consumer demand for both baby skin safety and material sustainability. Other products include blended nonwoven substrates, composite fibers and functional dry wipe materials designed to improve thickness, tensile strength, water absorption, lint control, wiping comfort and differentiated product performance.

By application, Sensitive Dry Baby Wipes are mainly used in Household Use, Travel and Outdoor Use and Other scenarios. Household Use is the core application scenario because dry baby wipes are frequently used at home for diaper changing, face cleaning, hand-and-mouth cleaning, bathing assistance, newborn care, milk spill cleaning and daily skin wiping. This application benefits from high usage frequency, stable repurchase demand and strong family-care necessity. Travel and Outdoor Use is an important growth scenario, especially for portable dry wipe packs, small-count packs and travel packs used during commuting, family outings, daycare, hospital visits, tourism and outdoor activities. In this scenario, consumers value portability, hygiene, versatility, light weight and the ability to use the product dry or moistened with water. Other applications include maternity and infant-care institutions, hospitals, nurseries, childcare centers, postpartum care centers, gift packs, trial packs and promotional packs, where material safety, softness, hygiene and brand reliability are particularly important.

The Sensitive Dry Baby Wipes market is driven by rising parental awareness of infant

skin sensitivity, growing demand for lotion-free and low-irritation baby-care products, increasing preference for dry wipes that can be moistened with clean water, higher usage frequency in newborn care and diaper changing, and stronger consumer demand for soft, absorbent and skin-friendly substrates. The market is also supported by premiumization in maternity and baby products, wider adoption of cotton-based, bamboo-based and regenerated cellulose fiber-based materials, expansion of e-commerce and mother-and-baby retail channels, increasing demand for convenient household and travel hygiene products, and rising consumer attention to product ingredients, material transparency and safety claims. As parents become more cautious about preservatives, fragrances and chemical residues in baby-care products, sensitive dry baby wipes are gaining value as a simple, flexible and gentle alternative to conventional wet wipes.

The Sensitive Dry Baby Wipes market also faces several restraints, including higher raw material costs for cotton, bamboo and regenerated cellulose fibers, intense price competition from ordinary dry wipes and private-label baby wipes, limited consumer differentiation between dry baby wipes and general soft tissues, and the need for strict control over softness, linting, absorbency and tensile strength. The category may also be affected by fluctuations in pulp, cotton, bamboo fiber, regenerated cellulose fiber and packaging material prices. In addition, premium sensitive-skin positioning requires stronger quality assurance, safer material selection and more credible product claims, which may raise production and compliance costs. Environmental concerns over disposable hygiene products and packaging waste may also increase pressure on brands, while similar claims such as soft, gentle, sensitive-skin suitable, plant-based and newborn-friendly may intensify product homogenization and marketing competition.

This report studies the global Sensitive Dry Baby Wipes production, demand, key manufacturers, and key regions.

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

Highlights and key features of the study

Global Sensitive Dry Baby Wipes total production and demand, 2021-2032, (million Pcs)

Global Sensitive Dry Baby Wipes total production value, 2021-2032, (USD Million)

Global Sensitive Dry Baby Wipes production by region & country, production, value,

CAGR, 2021-2032, (USD Million) & (million Pcs), (based on production site)  
Global Sensitive Dry Baby Wipes consumption by region & country, CAGR, 2021-2032 & (million Pcs)

U.S. VS China: Sensitive Dry Baby Wipes domestic production, consumption, key domestic manufacturers and share

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

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

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

This report profiles key players in the global Sensitive Dry 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 Winner Medical (PurCotton), YOHO Medical Enterprise Co., Ltd., Graminton Enterprise Ltd., Yeesain (Deeyeo), Hangzhou Huasheng Daily Products Co., Ltd., Cotton Labo Co.,Ltd, AHC, Kingsafe (Uniquality), Hakujuji Co., Ltd., TERRA Gentle, 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 Sensitive Dry 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 Sensitive Dry Baby Wipes Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Sensitive Dry Baby Wipes Market, Segmentation by Type:

Wood Pulp-Based

Regenerated Cellulose Fiber-Based

Cotton-Based

Bamboo-Based

Other

#### Global Sensitive Dry Baby Wipes Market, Segmentation by Usage:

Diaper Change

Hand and Face Cleaning

Other

#### Global Sensitive Dry Baby Wipes Market, Segmentation by Product Form:

Wet Baby Wipes

Dry Baby Wipes

Global Sensitive Dry Baby Wipes Market, Segmentation by Application:

Household Use

Travel and Outdoor Use

Other

Companies Profiled:

Winner Medical (PurCotton)

YOHO Medical Enterprise Co., Ltd.

Graminton Enterprise Ltd.

Yeesain (Deeyeo)

Hangzhou Huasheng Daily Products Co., Ltd.

Cotton Labo Co.,Ltd

AHC

Kingsafe (Uniquality)

Hakujuji Co., Ltd.

TERRA Gentle

Whoopsie Wipes

Key Questions Answered:

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

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