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Global Washing Color Catching Wipe 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 Washing Color Catching Wipe market size was valued at US$ 566 million in 2025 and is forecast to a readjusted size of US$ 733 million by 2032 with a CAGR of 3.5% during review period.

Washing Color Catching Wipe is a single-use nonwoven wipe added to the washing machine to adsorb/absorb loose dyes released from fabrics during washing, helping prevent color transfer between garments and keeping whites/brights cleaner in mixed loads.

Upstream includes nonwoven substrates (spunlace/airlaid), specialty fibers, dye-binding resins and functional polymers, surfactant auxiliaries, packaging films and cartons, plus machinery for nonwoven converting; midstream consists of formulation coating/impregnation, sheet cutting, calendaring/lamination, quality inspection, automated folding and packing, and OEM/ODM private-label manufacturing alongside branded owners; downstream covers multi-channel distribution through supermarkets, drugstores, e-commerce platforms, home-care aisles, and wholesale distributors, with end-use driven by households and institutional laundry operators seeking mixed-load convenience, reduced rewash risk, and fabric color protection.

Typical projects under construction and planned in this category include new spunlace/airlaid nonwoven capacity expansions dedicated to home-care wipes, adding coating/impregnation and drying lines for functional laundry sheets, automation upgrades for high-speed folding/counting/packing, localization of OEM/ODM production in Southeast Asia and Eastern Europe to reduce freight and improve lead times, development of biodegradable substrate versions and lower-plastic packaging

conversions, and brand-led innovation programs launching “max protection” or fragrance-free SKUs, often bundled with broader laundry additives portfolios and supported by e-commerce channel build-outs and private-label tenders from large retailers.

2025 Global Market sales Volume: 22 billion units. Average Global Market Price: USD 0.025 per unit. Market Average Gross Profit Margin: 22%.

This report is a detailed and comprehensive analysis for global Washing Color Catching Wipe 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 Washing Color Catching Wipe market size and forecasts, in consumption value ($ Million), sales quantity (K Units), and average selling prices (US$/K Unit), 2021-2032

Global Washing Color Catching Wipe market size and forecasts by region and country, in consumption value ($ Million), sales quantity (K Units), and average selling prices (US$/K Unit), 2021-2032

Global Washing Color Catching Wipe market size and forecasts, by Type and by Application, in consumption value ($ Million), sales quantity (K Units), and average selling prices (US$/K Unit), 2021-2032

Global Washing Color Catching Wipe market shares of main players, shipments in revenue ($ Million), sales quantity (K Units), and ASP (US$/K Unit), 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 Washing Color Catching Wipe
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 Washing Color Catching Wipe 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 Henkel, S.C. Johnson & Son, Mascot, P&G, Dr. Beckmann, Delta Carbona, Laoguanjia, etc.

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

Market Segmentation

Washing Color Catching Wipe 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

Spunlace Nonwoven Type

Airlaid Nonwoven Type

Meltblown/Composite Nonwoven Type

Cellulose-Fiber Paper Type

Market segment by Absorption Chemistry

Anionic Dye-Binding Polymer Type

Cationic Dye-Binding Polymer Type

Activated Carbon/Porous Adsorbent Type

Hybrid Multi-Adsorbent Type

Market segment by Product Form

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Sheet Type

Wipe Type

Pad Type

Market segment by Application

Household Washing

Commercial Washing

Industrial Textile Washing

Hospitality & Healthcare Laundry

Others

Major players covered

Henkel

S.C. Johnson & Son

Mascot

P&G

Dr. Beckmann

Delta Carbona

Laoguanjia

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)

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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 Washing Color Catching Wipe product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Washing Color Catching Wipe, with price, sales quantity, revenue, and global market share of Washing Color Catching Wipe from 2021 to 2026.

Chapter 3, the Washing Color Catching Wipe competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Washing Color Catching Wipe 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 Washing Color Catching Wipe 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 Washing Color Catching Wipe.

Chapter 14 and 15, to describe Washing Color Catching Wipe sales channel, distributors, customers, research findings and conclusion.

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