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Alcohol Wipes Market Size, Share & Trends Analysis Report By Fabric Material (Natural, Synthetic), By End-use (Personal & Household, Commercial), By Distribution Channel (Online, Convenience Stores), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global alcohol wipes market size was valued at USD 712.5 million in 2025 and is projected to grow from USD 741.7 million in 2026 to USD 982.6 million in 2033, at a CAGR of 4.1% from 2026 to 2033. North America dominated the global market, accounting for the largest revenue share of 40.0% in 2025. The growth is attributed to the versatile application and high demand for the product from the healthcare industry.

Alcohol is an excellent solvent that easily dissolves dirt, oil, and microorganisms. It is an effective disinfectant that dries instantly. These properties are anticipated to collectively drive market adoption in wipes manufacturing. Furthermore, the heightened awareness has led to a sustained demand for alcohol wipes, which have been increasingly valued for their effectiveness in eliminating bacteria, viruses, and other pathogens. The healthcare sector, in particular, has witnessed a significant uptick in the use of alcohol wipes for sanitizing medical equipment and preparing skin for injection, underscoring their critical role in infection control. These wipes are widely used in hospitals to clean and sanitize patient rooms, ICUs, medical equipment, and more. Alcohol wipes aid in disinfection and help avoid the spreading of bacteria and Hospital Acquired Infections (HAIs).

Furthermore, the increased adoption of alcohol wipes in basic routines such as makeup removal, skin cleansing, furniture cleaning, and more has propelled a significant market surge. Another significant factor propelling the market is the convenience and portability of alcohol wipes. These products are easy to carry and use, making them ideal for on-

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the-go disinfection needs. This convenience has broadened their application beyond healthcare settings to everyday use in households, offices, and public spaces. The versatility of alcohol wipes in disinfecting various surfaces, from smartphones to door handles, has made them a staple in maintaining personal and public hygiene.

Moreover, wet wipes with an alcohol concentration above 60.0% fall under the category of alcohol wipes. Consumers use the product for pain relief in case of insect bites, minor burns, and scratches, as alcohol disinfects the affected area and eases the pain. Ingredients such as isopropyl help prevent the growth of various microorganisms, including the viruses that cause diarrhea, hepatitis B and C, Mycobacterium tuberculosis, and HIV-1. The wipes are used for cleaning dust in homes and offices and to cleanse the skin of acne-causing bacteria.

Global Alcohol Wipes Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the global alcohol wipes market report based on fabric material, end-use, distribution channel, and region:

Fabric Material Outlook (Revenue, USD Million, 2021 - 2033)

Natural

Synthetic

End-use Outlook (Revenue, USD Million, 2021 - 2033)

Personal & Household

Commercial

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Online

Convenience Stores

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Supermarkets/Hypermarkets

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia

South Korea

Latin America

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Brazil

Argentina

Middle East and Africa (MEA)

South Africa

UAE

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