

# **Baby Wipes Market Size, Share & Trends Analysis Report By Product (Dry Wipes, Wet Wipes), By Distribution Channel (Hypermarkets & Supermarkets, E-commerce), By Region, And Segment Forecasts, 2020 - 2027**

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## **Abstracts**

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### **Baby Wipes Market Growth & Trends**

The global baby wipes market size is anticipated to reach USD 6.8 billion by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 5.2% from 2020 to 2027. An increasing number of working women, rising prevalence of e-commerce retailers, and growing concerns among parents related to baby's skincare and nourishment are among the prominent factors expected to drive the market.

Millennial parents have become more conscious about the product they purchase for their children and do not mind paying higher prices for baby wipes, thus fueling the growth of the market. Infant's skin lacks the maturity of adult skin and requires more caring, especially the skin near the diaper area requires constant cleaning, which makes baby wipes their preferred choice to get rid of irritating effects of urine. In addition, improved functionality of baby wipes, including anti-septic and hypoallergenic properties, is another factor boosting the market growth.

According to the National Retail Federation U.S. report 2018, millennials are parents to 50% of children in the U.S., and hence are making a significant contribution to spending on baby care products related to raising their children. Millennial parents differ from other parents both in their lifestyle and shopping choices. With the availability of easy internet, these parents turn to their smartphones at every point during shopping to

consciously examine the product details. According to the aforementioned study, close to 78% of parents use their phones to research about all baby care products before purchasing.

The dry wipes segment led the market and accounted for 60.3% share of the global revenue in 2019. Manufacturers of the baby wipes have been offering products with natural ingredients to pique the interest of the informed parent. For instance, Nest Designs, a U.S.-based company, offers organic dry baby wipes made from biodegradable organic cotton, aloe, and camellia sinensis leaf extract, which help in nourishing infant skin and keep it refreshing.

By distribution channel, hypermarket and supermarket dominated the market and accounted for 44.7% share of global revenue in 2019. A wide product range, offers, and discounts attracting a larger number of consumers are the key strategies opted by such channels to increase revenue and footfall in any store. Apart from that, in-store comparison between different products of different brands guided by specialized staff is the physical or in-store experience that consumers prefer, thus helping in making a more effective purchase.

Covid-19 pandemic has affected the sales of baby wipes positively as baby wipes have been one of the prominent products considered by consumers during panic buying conditions. Moreover, the demand and supply of these products have not been fully impacted by the lockdown situation because of considering baby wipes as an essential good under many Government regulations. Baby wipes are among the cheapest wipes available in the market and are used by people for multiple applications, including paper towels, toilet paper, and tissues, which, in turn, is driving the demand for the product.

North America dominated the market for baby wipes and accounted for 29.2% share of the global revenue in 2019. Growth of the market is attributed to the strong presence of leading brands including Huggies and Pampers, along with a well-developed supply chain in the region. Moreover, parents in countries, such as the U.S., take extra care of the hygiene and use wipes very frequently when taking care of their baby.

### Baby Wipes Market Report Highlights

The dry wipes product segment held the leading market share in terms of revenue in 2019. Multipurpose use and rising product innovation by the manufacturers are the factors anticipated to fuel the segment growth

Asia Pacific is the fastest-growing region with a CAGR of 5.5% from 2020 to 2027. Social media marketing campaigns, the improved financial status of millennial parents, and preference for baby wipes by millennial parents are expected to drive the market in the region. China and India are among the top two countries witnessing high demand for baby wipes

By distribution channel, e-commerce is expected to emerge as the fastest-growing segment throughout the forecast period. The increasing availability of a wide range of baby wipes of different brands at affordable prices on e-retailer platforms is one of the main reasons for the segment growth.

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