

Baby Wipes Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global baby wipes market size reached US\$ 4.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 5.7 Billion by 2028, exhibiting a growth rate (CAGR) of 3% during 2023-2028.

Baby wipes are pre-moistened towelettes used to clean, soothe, and moisturize the skin of babies effectively. They are made from cotton, polyester, bamboo, and fibers, which are saturated with water, oil, cleansers, and preservatives. They aid in preventing redness of the skin caused by rashes or allergies, maintaining soft and smooth skin, and removing the dirt. At present, several manufacturers are introducing medicated products to address specific skin issues in babies.

Global Baby wipes Market Trends:

Increasing concerns among parents about the health and hygiene of their babies represent one of the major factors positively influencing the demand for baby wipes worldwide. Moreover, rapid urbanization, busy lifestyle, and expanding purchasing power of individuals are catalyzing the demand for premium baby wipes. In addition, due to their sensitive skin, babies are more prone to skin irritations and infections, which is driving the need for baby wipes formulated for sensitive skin. Apart from this, the easy availability of products via e-commerce channels, coupled with the emerging trend of gifting unique items to newborns in innovative wrappers and personalized packaging, is offering lucrative opportunities to key players operating in the industry. Besides this, manufacturers are introducing eco-friendly, plant-based, organic, and natural variants, which are made without harmful and toxic skincare ingredients. They are also focusing on sustainable packaging to minimize carbon footprints. This, in confluence with the rising environmental consciousness among the masses, is contributing to the market growth. Furthermore, rising investments in extensive advertising campaigns and social

media promotional activities by key players to improve their existing sales and profitability are creating a positive market outlook for the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global baby wipes market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on technology, product type, and distribution channel.

Breakup by Technology:

- Spunlace
- Airlaid
- Coform
- Needlepunch
- Composite
- Others

Breakup by Product Type:

- Dry Wipes
- Wet Wipes

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Pharmacies
- Convenience Stores
- Online Stores
- Others

Breakup by Region:

- North America
- Asia-Pacific
- Europe
- Latin America
- Middle East and Africa

North America holds the majority of the market share due to the existence of key market players and increasing birth rates in the region.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are Johnson & Johnson Services, Inc., Procter & Gamble Co (P&G), Kimberly-Clark Corporation, Unicharm Corporation and SCA Group.

This report provides a deep insight into the global baby wipes market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the baby wipes industry in any manner.

Key Questions Answered in This Report

1. What was the size of the global baby wipes market in 2022?
2. What is the expected growth rate of the global baby wipes market during 2023-2028?
3. What are the key factors driving the global baby wipes market?
4. What has been the impact of COVID-19 on the global baby wipes market?
5. What is the breakup of the global baby wipes market based on the distribution channel?
6. What are the key regions in the global baby wipes market?
7. Who are the key players/companies in the global baby wipes market?

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