

# **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?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL BABY WIPES MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Technology
- 5.5 Market Breakup by Product Type
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Breakup by Region
- 5.8 Market Forecast
- 5.9 SWOT Analysis
  - 5.9.1 Overview
  - 5.9.2 Strengths
  - 5.9.3 Weaknesses
  - 5.9.4 Opportunities
  - 5.9.5 Threats

## 5.10 Value Chain Analysis

### 5.10.1 Overview

### 5.10.2 Research and Development

### 5.10.3 Raw Material Procurement

### 5.10.4 Manufacturing

### 5.10.5 Marketing

### 5.10.6 Distribution

### 5.10.7 End-Use

## 5.11 Porters Five Forces Analysis

### 5.11.1 Overview

### 5.11.2 Bargaining Power of Buyers

### 5.11.3 Bargaining Power of Suppliers

### 5.11.4 Degree of Competition

### 5.11.5 Threat of New Entrants

### 5.11.6 Threat of Substitutes

## 6 MARKET BREAKUP BY TECHNOLOGY

### 6.1 Spunlace

#### 6.1.1 Market Trends

#### 6.1.2 Market Forecast

### 6.2 Airlaid

#### 6.2.1 Market Trends

#### 6.2.2 Market Forecast

### 6.3 Coform

#### 6.3.1 Market Trends

#### 6.3.2 Market Forecast

### 6.4 Needlepunch

#### 6.4.1 Market Trends

#### 6.4.2 Market Forecast

### 6.5 Composite

#### 6.5.1 Market Trends

#### 6.5.2 Market Forecast

### 6.6 Others

#### 6.6.1 Market Trends

#### 6.6.2 Market Forecast

## 7 MARKET BREAKUP BY PRODUCT TYPE

## 7.1 Dry Wipes

### 7.1.1 Market Trends

### 7.1.2 Market Forecast

## 7.2 Wet Wipes

### 7.2.1 Market Trends

### 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

### 8.1 Supermarkets and Hypermarkets

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Pharmacies

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

### 8.3 Convenience Stores

#### 8.3.1 Market Trends

#### 8.3.2 Market Forecast

### 8.4 Online Stores

#### 8.4.1 Market Trends

#### 8.4.2 Market Forecast

### 8.5 Others

#### 8.5.1 Market Trends

#### 8.5.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

### 9.1 North America

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Europe

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

### 9.3 Asia Pacific

#### 9.3.1 Market Trends

#### 9.3.2 Market Forecast

### 9.4 Middle East and Africa

#### 9.4.1 Market Trends

#### 9.4.2 Market Forecast

## 9.5 Latin America

### 9.5.1 Market Trends

### 9.5.2 Market Forecast

## **10 BABY WIPES MANUFACTURING PROCESS**

### 10.1 Product Overview

### 10.2 Raw Material Requirements

### 10.3 Manufacturing Process

### 10.4 Key Success and Risk Factors

## **11 COMPETITIVE LANDSCAPE**

### 11.1 Market Structure

### 11.2 Key Players

### 11.3 Profiles of Key Players

#### 11.3.1 Johnson & Johnson Services, Inc.

##### 11.3.1.1 Company Overview

##### 11.3.1.2 Description

##### 11.3.1.3 Product Portfolio

##### 11.3.1.4 Financials

##### 11.3.1.5 SWOT Analysis

#### 11.3.2 Procter & Gamble Co (P&G)

##### 11.3.2.1 Company Overview

##### 11.3.2.2 Description

##### 11.3.2.3 Product Portfolio

##### 11.3.2.4 Financials

##### 11.3.2.5 SWOT Analysis

#### 11.3.3 Kimberly-Clark Corporation

##### 11.3.3.1 Company Overview

##### 11.3.3.2 Description

##### 11.3.3.3 Product Portfolio

##### 11.3.3.4 Financials

##### 11.3.3.5 SWOT Analysis

#### 11.3.4 Unicharm Corporation

##### 11.3.4.1 Company Overview

##### 11.3.4.2 Description

##### 11.3.4.3 Product Portfolio

##### 11.3.4.4 Financials

11.3.4.5 SWOT Analysis

11.3.5 SCA Group

11.3.5.1 Company Overview

11.3.5.2 Description

11.3.5.3 Product Portfolio

11.3.5.4 Financials

11.3.5.5 SWOT Analysis



## List Of Tables

### LIST OF TABLES

Table 1: Global: Baby Wipes Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Baby Wipes Market Forecast: Breakup by Technology (in Million US\$), 2023-2028

Table 3: Global: Baby Wipes Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 4: Global: Baby Wipes Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Global: Baby Wipes Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Baby Wipes Manufacturing: Raw Material Requirements

Table 7: Global: Baby Wipes Market: Competitive Structure

Table 8: Global: Baby Wipes Market: Key Players

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Baby Wipes Market: Major Drivers and Challenges
- Figure 2: Global: Baby Wipes Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Baby Wipes Market: Breakup by Technology (in %), 2022
- Figure 4: Global: Baby Wipes Market: Breakup by Product Type (in %), 2022
- Figure 5: Global: Baby Wipes Market: Breakup by Distribution Channel (in %), 2022
- Figure 6: Global: Baby Wipes Market: Breakup by Region (in %), 2022
- Figure 7: Global: Baby Wipes Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 8: Global: Baby Wipes Industry: SWOT Analysis
- Figure 9: Global: Baby Wipes Industry: Value Chain Analysis
- Figure 10: Global: Baby Wipes Industry: Porter's Five Forces Analysis
- Figure 11: Global: Baby Wipes (Spunlace) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 12: Global: Baby Wipes (Spunlace) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 13: Global: Baby Wipes (Airlaid) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 14: Global: Baby Wipes (Airlaid) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 15: Global: Baby Wipes (Coform) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 16: Global: Baby Wipes (Coform) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 17: Global: Baby Wipes (Needlepunch) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 18: Global: Baby Wipes (Needlepunch) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 19: Global: Baby Wipes (Composite) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 20: Global: Baby Wipes (Composite) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 21: Global: Baby Wipes (Other Technologies) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 22: Global: Baby Wipes (Other Technologies) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 23: Global: Baby Dry Wipes Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Baby Dry Wipes Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Baby Wet Wipes Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Baby Wet Wipes Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Baby Wipes Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022

Figure 28: Global: Baby Wipes Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028

Figure 29: Global: Baby Wipes Market: Sales through Pharmacies (in Million US\$), 2017 & 2022

Figure 30: Global: Baby Wipes Market Forecast: Sales through Pharmacies (in Million US\$), 2023-2028

Figure 31: Global: Baby Wipes Market: Sales through Convenience Stores (in Million US\$), 2017 & 2022

Figure 32: Global: Baby Wipes Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028

Figure 33: Global: Baby Wipes Market: Sales through Online Stores (in Million US\$), 2017 & 2022

Figure 34: Global: Baby Wipes Market Forecast: Sales through Online Stores (in Million US\$), 2023-2028

Figure 35: Global: Baby Wipes Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 36: Global: Baby Wipes Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 37: North America: Baby Wipes Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: North America: Baby Wipes Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Europe: Baby Wipes Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Europe: Baby Wipes Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: Asia Pacific: Baby Wipes Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Asia Pacific: Baby Wipes Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Middle East and Africa: Baby Wipes Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Middle East and Africa: Baby Wipes Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Latin America: Baby Wipes Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Latin America: Baby Wipes Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Baby Wipes Manufacturing: Detailed Process Flow

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