

# **Baby Wipes Market Report by Technology (Spunlace, Airlaid, Coform, Needlepunch, Composite, and Others), Product Type (Dry Wipes, Wet Wipes), Distribution Channel (Supermarkets and Hypermarkets, Pharmacies, Convenience Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global baby wipes market size reached US\$ 4.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 6.3 Billion by 2032, exhibiting a growth rate (CAGR) of 2.8% during 2024-2032. The growing population of infants and toddlers, increasing awareness of hygiene and health among parents, and rising number of working parents and busy lifestyles are some of the major factors propelling the market.

Baby wipes are disposable, moistened cloths produced from high-quality raw materials specifically designed for cleaning infants' skin. They are typically made of non-woven fabric or cotton-like materials that are gentle and soft on delicate skin. Baby wipes are pre-moistened with a solution that usually contains water, mild cleansers, and sometimes additives like moisturizers or fragrance. These wipes are used during diaper changes to cleanse the baby's bottom, removing urine and feces residues, and providing a quick and convenient solution for maintaining hygiene. They are also handy for cleaning other parts of the baby's body, such as hands and face, and can be used for general clean-ups while on the go. Baby wipes offer a practical and efficient way to keep babies clean and fresh, minimizing irritation and discomfort.

The growing population of infants and toddlers globally is a significant factor. As more parents seek convenient and time-saving solutions for their baby care routines, the demand for baby wipes increases. Additionally, the increasing awareness regarding

health and hygiene among parents has led to a greater emphasis on maintaining cleanliness for babies. Baby wipes provide a convenient and effective solution for quick clean-ups and diaper changes. Besides this, the rising number of working women and their busy lifestyles contribute to the demand for baby wipes as a practical and portable on-the-go cleaning option. Moreover, advancements in product innovation, such as the introduction of eco-friendly and biodegradable wipes, have expanded the consumer base. Furthermore, advertising and promotional activities by manufacturers, along with competitive pricing and availability in various distribution channels, play a vital role in driving the market.

#### Baby Wipes Market Trends/Drivers:

##### Growing Population of Infants and Toddlers

The growing population of infants and toddlers directly impacts the baby wipes market by creating a larger consumer base. As the number of babies increases, so does the demand for products that cater to their specific needs. Baby wipes provide a convenient and efficient solution for maintaining hygiene during diaper changes and general clean-ups. With a larger population of infants and toddlers, parents seek time-saving and practical solutions, making baby wipes an essential item in their caregiving routine. Moreover, manufacturers recognize this demand and continue to develop and promote baby wipes to meet the growing needs of this expanding consumer segment.

##### Increasing awareness about health and hygiene among parents

As parents become more conscious of maintaining cleanliness for their infants, they seek products that can effectively and safely address their hygiene concerns, thus propelling the market for personal care products like baby wipes. Baby wipes provide a convenient solution for quick and thorough clean-ups, particularly during diaper changes. Parents value the convenience, portability, and effectiveness of baby wipes in maintaining their baby's hygiene. With the growing importance of hygiene in preventing infections and promoting overall well-being, manufacturers are developing baby wipes with gentle formulations that prioritize the health and safety of infants.

##### Advancements in product innovation

The advancements in product innovation, such as the introduction of new features and improved formulations, cater to the evolving needs of parents and infants. Other than this, manufacturers are launching biodegradable wipes that constantly strive to enhance the quality, functionality, and eco-friendliness of baby wipes. Furthermore, innovations,

such as textured wipes, for better cleaning, hypoallergenic formulations for sensitive skin, or wipes with added skincare benefits like moisturizing or soothing properties, create differentiation and attract consumers seeking specialized solutions.

#### Baby Wipes Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global baby wipes market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on technology, product type, and distribution channel.

#### Breakup by Technology:

Spunlace

Airlaid

Coform

Needlepunch

Composite

Others

The report has provided a detailed breakup and analysis of the baby wipes market based on technology. This includes spunlace, airlaid, coform, needlepunch, composite, and others.

Spunlace is a nonwoven fabric manufacturing process that involves entangling fibers together through high-pressure water jets. It creates a fabric with a soft, cloth-like texture, high strength, and excellent absorbency. Spunlace fabrics are commonly used in baby wipes due to their gentle and non-irritating properties.

Airlaid is another nonwoven fabric production method. It involves blending pulp fibers with air and a binder to form a loose web-like structure. Heat and pressure are then applied to bond the fibers together. Airlaid fabrics are known for their high absorbency, softness, and bulkiness. They are often used in baby wipes to provide superior absorbency and a cushiony feel.

Coform, also known as composite formation, combines two or more types of fibers, typically pulp and synthetic fibers, using a combination of air and water jets. This process creates a nonwoven fabric with enhanced strength, absorbency, and softness. Coform fabrics are commonly used in baby wipes to provide a balance between strength and absorbency while maintaining a soft and gentle touch on the baby's skin.

## Breakup by Product Type:

Dry Wipes

Wet Wipes

A detailed breakup and analysis of the baby wipes market based on the product has also been provided in the report. This includes dry wipes and wet wipes.

Dry wipes refer to nonwoven or woven fabric sheets that are used without any added moisture or solution. They are versatile and can be used for various purposes, including as baby wipes. Dry wipes are typically soft and gentle, making them suitable for sensitive baby skin. They can be used for dry cleaning, such as wiping away excess moisture or residue during diaper changes or for general cleaning purposes. Dry wipes offer convenience and can be customized by adding water or a preferred cleaning solution, allowing parents to control the level of wetness or choose a specific cleansing agent.

Wet wipes, on the other hand, are pre-moistened with a solution, usually water-based and containing mild cleansers and additives. They are ready-to-use and provide a convenient and efficient way to clean the baby's skin. Wet wipes are specifically designed for gentle cleansing during diaper changes and for wiping sensitive areas, such as the face and hands. The moistened fabric helps to remove dirt, impurities, and residue effectively while maintaining the skin's moisture balance. Wet wipes often come in resealable packaging to prevent drying out and ensure freshness. They offer quick and hygienic cleaning, especially when access to water and soap is limited.

## Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Pharmacies

Convenience Stores

Online Stores

Others

Supermarkets and hypermarkets dominate the baby wipes market

The report has provided a detailed breakup and analysis of the baby wipes market based on the distribution channel. This includes supermarkets and hypermarkets,

pharmacies, convenience stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest segment.

Hypermarkets and supermarkets are large retail stores that provide a wide range of baby care products, including baby wipes, under one roof. Their extensive shelf space and variety of brands and options make it convenient for parents to find and purchase baby wipes during their routine shopping trips. These stores are one-stop shopping destinations where parents can find a wide range of products, including baby supplies. They also often offer competitive pricing, discounts, and promotional offers, attracting price-conscious consumers. Moreover, their strategic location and accessibility ensure that baby wipes are readily available to a large customer base. The presence of baby wipes in these retail outlets helps create awareness, drive sales, and meet the demand of parents seeking convenient and reliable solutions for their baby care needs.

Breakup by Region:

North America

Asia-Pacific

Europe

Latin America

Middle East and Africa

North America exhibits a clear dominance, accounting for the largest baby wipes market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Asia-Pacific, Europe, Latin America, and Middle East and Africa. According to the report, North America was the largest market for baby wipes.

North America has a large population of infants and toddlers, creating a substantial consumer base for baby care products. Additionally, the parents across this region are increasingly focused on convenience and hygiene, leading to a high demand for baby wipes. Additionally, North America has a strong retail infrastructure, including supermarkets, hypermarkets, and online platforms, providing easy accessibility to baby wipes. This along with the strong emphasis on hygiene and cleanliness in North American culture, including when it comes to caring for babies and young children, the product sales have been accelerated. Furthermore, North America is home to several major manufacturers and brands in the baby care industry, contributing to product

innovation, advertising, and distribution.

#### Competitive Landscape:

The key players focus on continuous product innovation to enhance features and cater to specific needs. This includes developing eco-friendly and biodegradable wipes, introducing hypoallergenic and dermatologically tested options, and incorporating additional benefits like moisturizing or soothing properties. Additionally, they invest in marketing and advertising campaigns to create awareness and promote their products. This includes targeted advertisements, collaborations with influencers or parenting communities, and social media engagement. Besides this, key players expand their distribution networks by partnering with retail chains, supermarkets, and online platforms to ensure wide availability of their products. Other than this, they engage in strategic pricing, competitive offers, and discounts to attract consumers and drive sales. By combining these efforts, key players actively contribute to the growth and expansion of the baby wipes market.

The report has provided a comprehensive analysis of the competitive landscape in the global baby wipes market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Johnson & Johnson Services Inc.

Procter & Gamble Co (P&G)

Kimberly-Clark Corporation

Unicharm Corporation

SCA Group

#### Recent Developments:

Proctor & Gamble Co (P&G) has stepped forward toward environmental sustainability by using recycled material in the packaging of baby care and feminine care packaging that will reduce usage of 500MT virgin plastic annually.

Johnson & Johnson Consumer Health brands will use 100% recyclable, reusable or compostable plastic packaging and certified/post-consumer recycled paper- and pulp-based packaging by 2025.

Kimberly-Clark have introduced more sustainable products to market using advantaged technology, including 100% biodegradable baby wipes made with plant derived fibers, bath tissue made with 100% bamboo fiber and wrapped in recycled paper packaging, and reusables including new swim pants and period undies.

#### Key Questions Answered in This Report

1. What was the size of the global baby wipes market in 2023?
2. What is the expected growth rate of the global baby wipes market during 2024-2032?
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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