

Feminine Wipes Market by Type (Ordinary Wipes, Sanitary Wipes), Age Group (19 and Below, 20-40, 41 and Above), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Pharmacies and Drugstores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global feminine wipes market size reached US\$ 1.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.2 Billion by 2032, exhibiting a growth rate (CAGR) of 6% during 2024-2032. The rising awareness regarding personal health and hygiene among females, increasing initiatives by several governments, and the introduction of natural products represent some of the key factors driving the market.

Feminine wipes refer to moist or wet cleansing products intended to clean the female genital region and reduce discomfort. They are manufactured using non-woven fabrics that are soddened into a solution made of various gentle cleansing ingredients, such as surfactants, moisturizers, preservatives, and fragrances. Feminine wipes are widely utilized during menstruation, workouts, and post-intercourse. They are safe and skin-friendly products that soothe and moisturize sensitive skin and prevent irritation. Feminine wipes support the natural pH balance of the genital region, prevent unwanted bacteria growth, promote healthy bacteria levels, and protect against various infections, such as bowel and urinary incontinence. They are convenient, easy to use, prevent odors, and aid women in feeling comfortable, fresh, and confident throughout the day.

Feminine Wipes Market Trends:

The rising awareness regarding personal health and hygiene among the female

population, especially during menstruation, is one of the primary factors driving the market growth. Feminine wipes are widely used during the menstrual cycle to reduce the risk of reproductive and urinary tract infections (UTIs). In addition to this, increasing initiatives to promote female literacy and strengthen menstrual hygiene measures in schools to minimize adverse health outcomes are acting as another growth-inducing factor. For instance, organizations, such as World Health Organization (WHO) is actively engaged in various awareness campaigns regarding menstrual hygiene. This, along with the increasing consciousness among consumers regarding various product benefits, such as convenience, high efficiency, ease of use, disposability, and cost-effectiveness, is providing an impetus to the market growth. Additionally, the introduction of natural feminine wipes that are free from harsh chemicals and manufactured using bio-degradable and plant-based ingredients, such as aloe vera, grapefruit, and camellia Sinensis extracts, is positively influencing the market growth. Along with this, the recent development of organic cotton wipes that are soaked with purified water to provide extra care to sensitive skin, prevent irritation, reduce inflammation, and treat dryness is propelling the market growth. Moreover, aggressive promotional campaigns by manufacturers through social media, advertisements, and the launch of various products that are more durable and travel-friendly are favoring the market growth. Other factors, including rising expenditure capacities of consumers, the easy product availability across various e-commerce platforms, and the introduction of innovative packaging solutions, such as single-use, on-the-go wipes, and resealable pouches, are anticipated to drive the market growth.

Key Market Segmentation:

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

Type Insights:

Ordinary Wipes

Sanitary Wipes

The report has also provided a detailed breakup and analysis of the feminine wipes market based on the type. This includes ordinary and sanitary wipes. According to the report, ordinary wipes represented the largest segment.

Age Group Insights:

Feminine Wipes Market by Type (Ordinary Wipes, Sanitary Wipes), Age Group (19 and Below, 20-40, 41 and Above),...

19 and Below
20-40
41 and Above

A detailed breakup and analysis of the feminine wipes market based on the age group has been provided in the report. This includes 19 and below, 20-40, and 41 and above. According to the report, 20-40 accounted for the largest market share.

Distribution Channel Insights:

Supermarkets and Hypermarkets
Convenience Stores
Pharmacies and Drugstores
Online Stores
Others

A detailed breakup and analysis of the feminine wipes market based on the distribution channel has been provided in the report. This includes supermarkets and hypermarkets, convenience stores, pharmacies and drugstores, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Regional Insights:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom

Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, Asia Pacific was the largest market for feminine wipes. Some of the factors driving the Asia Pacific feminine wipes market include the presence of prominent brands, increasing female literacy, rising demand for natural products, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global feminine wipes market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Albaad Massuot Yitzhak Ltd., Bodywise (UK) Ltd., Combe Incorporated, Corman Spa, Edgewell Personal Care Company, Guy & O'Neill Inc., Healthy Hoohoo, Johnson & Johnson, La Fresh Group Inc., Laclede Inc., Medline Industries LP, SweetSpot Labs Inc., The Procter & Gamble Company, etc.

Key Questions Answered in This Report:

How has the global feminine wipes market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global feminine wipes market?

What are the key regional markets?

Which countries represent the most attractive feminine wipes markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the age group?

What is the breakup of the market based on the distribution channel?

What is the competitive structure of the global feminine wipes market?

Who are the key players/companies in the global feminine wipes market?

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