

Global Personal Care Wipes Market Analysis (2018-2024)

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Abstracts

The Global Personal Care Wipes Market size is expected to reach \$24.4 billion by 2024, rising at a market growth of 5.1% CAGR during the forecast period.

Personal care wipes market are disposable hygiene products, used to maintain personal hygiene and cleansing. These wipes are majorly used when there is no or limited access to water sources. Additionally, ease of use and infection prevention has led to the popularity of these wipes.

Increasing disposable income and growing awareness about hygiene has contributed to the demand for personal care wipes. Growing infant population and rapid change in fashion statements has added to the growth of the market. Additionally, major brands are collaborating with cosmetics companies and stores to add cosmetic wipes as an essential content in beauty box/cosmetic box. Such moves would drive the market growth during the forecast period.

Based on the type, the Personal Care Wipes market is segmented into Baby, General, Intimate and Cosmetic. Based on the Distribution Channel, the market is segmented into Online, Supermarket/Hypermarket, Specialty Store, Pharmacy and Other Distribution Channel. The report also covers geographical segmentation of Personal Care Wipes market. Based on Regions, the Personal Care Wipes market segments the market into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include La Fresh, Procter and Gamble Co., Rockline Industries, Diamond Wipes International, Kimberly Clark Corporation, NicePak

International, Meridian Industries Inc., Unicharm International, Johnson & Johnson, and Edgewell Personal Care.

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