

Baby Wipes Market - Forecasts from 2020 to 2025

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Abstracts

Global Baby Wipes market was valued at US\$9.485 billion in 2019. Baby wipes are disposable wipes that are used to clean the delicate and sensitive skin of babies. Rising disposable incomes and living standards have increased the demand for various baby care products across the globe. Rapid urbanization in developing economies such as China, India, Brazil, and Mexico, supported by the emerging trend towards the health and hygiene of babies is also augmenting the demand for baby wipes. The increasing number of working women is also escalating the popularity of baby care products which also include baby wipes. International organizations such as WHO (World Health Organization), NGOs, and governments are also creating awareness among people about the infant child health practices and the benefits of using baby care products, thus fuelling the demand for baby wipes as well. The ever-growing global e-commerce industry is also a major in driving the market growth of baby wipes globally. The busy lifestyle of people is encouraging them to buy baby care products via online stores which results in saving time, effort, and money, thereby spurring the market growth of baby wipes.

Global market players are using different innovative techniques in order to make baby wipes made from biodegradable materials, thus providing a great opportunity for the further expansion of the global baby wipes market in the coming years. There has been a rise in product innovation and a shift towards baby wipes made of organic raw materials. Moreover, growing awareness among consumers about the harmful impact of certain raw materials on the baby's health as well as on the environment is also encouraging manufacturers to diversify their product portfolio with baby wipes made from natural raw materials. Many vendors are also focusing on purified water-based baby wipes as studies of several health organizations and health experts have advocated that cleaning with pure water is safer and also reduces the chances of irritation, allergy, and redness as babies have very delicate and sensitive skin.

However, growing environmental concerns regarding the disposal of baby wipes made of plastic and other polymers are currently hindering the global market growth of baby wipes. Also, the growing geriatric population in developed economies is further restraining the market growth of baby wipes. According to the United States Census Bureau, all baby boomers will be older than age 65 by 2030, expanding the size of the older population such that 1 in every 5 residents will be at retirement age.

The Global Baby Wipes market has been segmented on the basis of type, sales channel, and geography. By type, the Global Baby Wipes market has been segmented as dry wipes and wet wipes. The Global Baby Wipes market has been also segmented by sales channel as online and offline.

Online sales channel segment to grow at a substantial CAGR during the forecast period

By the sales channel, the offline segment accounted for the major market share in 2019 and will remain at its position till the end of the forecast period. This dominance is attributed to the consumers' preference to buy baby wipes and other baby care products from supermarkets and hypermarkets, all under the same roof. The online segment, however, will witness a higher CAGR during the forecast period. With the growing working female population, the demand for convenient and time-saving shopping via online stores is boosting the growth of this segment.

Asia Pacific to witness the fastest regional market growth

Geographically, the global Baby Wipes market has been segmented as North America, South America, Europe, Middle East and Africa, and Asia Pacific. Asia Pacific regional market for Baby Wipes is poised to grow at the highest CAGR during the forecast period. Rising purchasing power and living standards in countries like India and China, along with a high birth rate, has resulted in an increased expenditure per child which, in turn, is significantly driving the demand for baby wipes in this region. Rising awareness about hygienic baby care products and practices is leading to greater adoption of baby wipes across this region. Favorable policies in India such as the "Child Health Goal" under "National Health Policy" are also contributing to the rising awareness about infant hygiene and health, thereby spurring the market growth of baby wipes. The lifting of the one-child policy in China due to growing concerns about the booming aging population and declining workforce has further fuelled the demand for baby wipes in the country, thus positively impacting the overall growth of this regional market. The presence of global market players including PIGEON, Johnson and Johnson, and Procter and Gamble also supports the market growth of baby wipes in the APAC region.

Recent Developments:

December 2019: TWipes launched its new subscription platform. These wipes are dermatologically tested, chemical-free biodegradable wet wipes and are safe for use as baby wipes.

May 2018: Mother Sparsh launched 98 percent purified water-based baby wipes in the Indian market. These wipes are made of 100 percent plant-based fabric, biodegradable, dermatologically-tested, and extra velvety-soft for babies' skin.

September 2018: Two-year-old startup Mother Sparsh announced its plans to set up a manufacturing facility in Hyderabad, India.

August 2018: A progressive brand in baby care products, Bey Bee, launched India's first Toxin Free Baby Wipes which are made from the purest pharmaceutical-grade purified water enriched with Vitamin E and Aloe Vera extracts. This product has been awarded Australian Certified Made Safe by Safe Cosmetics Australia.

Competitive Insights

Prominent key market players in the Global Baby Wipes market include Procter & Gamble, Artsana S.p.A., The Himalaya Drug Company, Unicharm Corporation, American Hygienics Co., Rockline (United Kingdom), Johnson & Johnson Private Limited, Codi Group, Farlin Corporation, PIGEON, and KCWW. These companies hold a noteworthy share in the market on account of their good brand image and product offerings. Major players in the Global Baby Wipes market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last two years.

Segmentation

By Type

Dry Wipes

Wet Wipes

By Sales Channel

Online

Offline

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Spain

Italy

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

South Korea

Australia

India

Others

Contents

1. INTRODUCTION

- 1.1. Market Definition
- 1.2. Market Segmentation

2. RESEARCH METHODOLOGY

- 2.1. Research Data
- 2.2. Assumptions

3. EXECUTIVE SUMMARY

- 3.1. Research Highlights

4. MARKET DYNAMICS

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porters Five Forces Analysis
 - 4.3.1. Bargaining Power of Suppliers
 - 4.3.2. Bargaining Power of Buyers
 - 4.3.3. Threat of New Entrants
 - 4.3.4. Threat of Substitutes
 - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

5. GLOBAL BABY WIPES MARKET ANALYSIS, BY TYPE

- 5.1. Introduction
- 5.2. Dry Wipes
- 5.3. Wet Wipes

6. GLOBAL BABY WIPES MARKET ANALYSIS, BY SALES CHANNEL

- 6.1. Introduction
- 6.2. Online
- 6.3. Offline

7. GLOBAL BABY WIPES MARKET ANALYSIS, BY GEOGRAPHY

7.1. Introduction

7.2. North America

7.2.1. North America Baby Wipes Market, By Type, 2019 to 2025

7.2.2. North America Baby Wipes Market, By Sales Channel, 2019 to 2025

7.2.3. By Country

7.2.3.1. USA

7.2.3.2. Canada

7.2.3.3. Mexico

7.3. South America

7.3.1. South America Baby Wipes Market, By Type, 2019 to 2025

7.3.2. South America Baby Wipes Market, By Sales Channel, 2019 to 2025

7.3.3. By Country

7.3.3.1. Brazil

7.3.3.2. Argentina

7.3.3.3. Others

7.4. Europe

7.4.1. Europe Baby Wipes Market, By Type, 2019 to 2025

7.4.2. Europe Baby Wipes Market, By Sales Channel, 2019 to 2025

7.4.3. By Country

7.4.3.1. UK

7.4.3.2. Germany

7.4.3.3. France

7.4.3.4. Spain

7.4.3.5. Italy

7.4.3.6. Others

7.5. Middle East and Africa

7.5.1. Middle East and Africa Baby Wipes Market, By Type, 2019 to 2025

7.5.2. Middle East and Africa Baby Wipes Market, By Sales Channel, 2019 to 2025

7.5.3. By Country

7.5.3.1. Saudi Arabia

7.5.3.2. UAE

7.5.3.3. Israel

7.5.3.4. Others

7.6. Asia Pacific

7.6.1. Asia Pacific Baby Wipes Market, By Type, 2019 to 2025

7.6.2. Asia Pacific Baby Wipes Market, By Sales Channel, 2019 to 2025

7.6.3. By Country

7.6.3.1. China

7.6.3.2. South Korea

7.6.3.3. India

7.6.3.4. Australia

7.6.3.5. Others

8. COMPETITIVE ENVIRONMENT AND ANALYSIS

8.1. Major Players and Strategy Analysis

8.2. Emerging Players and Market Lucrativeness

8.3. Mergers, Acquisitions, Agreements, and Collaborations

8.4. Vendor Competitiveness Matrix

9. COMPANY PROFILES

9.1. Procter & Gamble

9.2. Artsana S.p.A.

9.3. The Himalaya Drug Company

9.4. Unicharm Corporation

9.5. American Hygienics Co.

9.6. Rockline (United Kingdom)

9.7. Johnson & Johnson Private Limited

9.8. Codi Group

9.9. Farlin Corporation

9.10. PIGEON

9.11. KCWW

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