

Global Cleaning and Disinfecting Wipes Market Growth 2025-2031

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Abstracts

The global Cleaning and Disinfecting Wipes market size is predicted to grow from US\$ 7381 million in 2025 to US\$ 10300 million in 2031; it is expected to grow at a CAGR of 5.7% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Cleaning wipes are a common find in households. They are used to clean multiple types of hard surfaces such as stainless steel, countertops, glass, and wooden furniture. These wipes consist of pre-moistened fabric towelettes that contain disinfectants.

United States market for Cleaning and Disinfecting Wipes is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Cleaning and Disinfecting Wipes is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Cleaning and Disinfecting Wipes is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Cleaning and Disinfecting Wipes players cover Clorox, Reckitt Benckiser, Kimberly-Clark, Procter & Gamble, Johnson & Johnson, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LP Information, Inc. (LPI) ' newest research report, the "Cleaning and Disinfecting

Wipes Industry Forecast” looks at past sales and reviews total world Cleaning and Disinfecting Wipes sales in 2024, providing a comprehensive analysis by region and market sector of projected Cleaning and Disinfecting Wipes sales for 2025 through 2031. With Cleaning and Disinfecting Wipes sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cleaning and Disinfecting Wipes industry.

This Insight Report provides a comprehensive analysis of the global Cleaning and Disinfecting Wipes landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Cleaning and Disinfecting Wipes portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Cleaning and Disinfecting Wipes market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cleaning and Disinfecting Wipes and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cleaning and Disinfecting Wipes.

This report presents a comprehensive overview, market shares, and growth opportunities of Cleaning and Disinfecting Wipes market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Disposable

Non-disposable

Segmentation by Application:

Home Use

Commercial Use

Hospital Use

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Clorox

Reckitt Benckiser

Kimberly-Clark

Procter & Gamble

Johnson & Johnson

SC Johnson

3M

Unilever Group

Edgewell Personal Care

Nice-Pak

Medline Industries

Rockline Industries

Claire Manufacturing

Parker Laboratories

Smith & Nephew

ConvaTec

Tufco

Key Questions Addressed in this Report

What is the 10-year outlook for the global Cleaning and Disinfecting Wipes market?

What factors are driving Cleaning and Disinfecting Wipes market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Cleaning and Disinfecting Wipes market opportunities vary by end market size?

How does Cleaning and Disinfecting Wipes break out by Type, by Application?

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