

Global Flushable Moist Tissues Market Growth 2026-2032

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Abstracts

The global Flushable Moist Tissues market size is predicted to grow from US\$ 2580 million in 2025 to US\$ 3874 million in 2032; it is expected to grow at a CAGR of 5.9% from 2026 to 2032.

Flushable Moist Tissues, also called Flushable Moist Toilet Tissue or Flushable Toilet Wipes, are pre-moistened disposable hygiene sheets designed for post-toilet cleansing, toddler toilet training, adult personal hygiene, elderly care and institutional patient care. The product is usually made from dispersible paper, wood-pulp-based substrate, regenerated cellulose fibers, plant-based nonwoven or blended cellulosic substrate, and is impregnated with purified water, mild surfactants, humectants, skin-soothing ingredients and preservatives. Its core technical requirement is to maintain adequate wet strength and softness during use, while dispersing after flushing under appropriate conditions.

In 2025, global Flushable Moist Tissues production reached approximately 128771 million Pcs, with an average global market price of around US\$ 20 per K Pcs.

The upstream raw materials mainly include wood pulp, dissolving pulp, viscose/rayon, lyocell, dispersible nonwoven basesheet, purified water, mild surfactants, humectants, preservatives, skin-soothing additives and flexible packaging films. Key raw-material and substrate suppliers include Suzano, UPM Pulp and Sappi for wood pulp or dissolving pulp; Lenzing for VEOCEL viscose and lyocell fibers used in nonwoven applications; Magnera for moist toilet tissue basesheet and specialty nonwoven solutions; and chemical ingredient suppliers such as BASF, Dow, Evonik, Croda and Ashland for surfactants, humectants, preservatives and skin-care additives.

Downstream applications include Household Bathroom Hygiene, Personal On-the-Go Hygiene, Healthcare and Institutional Care, and Other uses. The major customer groups are families, hospitals, nursing homes and institutional, etc.

Based on industry structure and comparable hygiene-consumer-goods economics, the gross margin of Flushable Moist Tissues is generally at 25%-40%.

Flushable Moist Tissues are disposable moist hygiene tissues designed to be used after toileting or for intimate cleansing and then flushed under appropriate sewer or septic conditions. By product type, the market is mainly divided into Baby Flushable Moist Tissues and Adult Flushable Moist Tissues. Baby Flushable Moist Tissues are positioned around infant and toddler hygiene, with emphasis on mild formulations, skin-friendliness, softness, low irritation, and parental convenience. Adult Flushable Moist Tissues are the dominant product type, supported by broader daily-use scenarios, higher purchase frequency, stronger penetration in bathroom hygiene, and expanding demand from adults seeking a cleaner and more comfortable alternative to dry toilet paper. Compared with baby-use products, adult flushable moist tissues have a wider consumer base and stronger linkage with household bathroom upgrades, personal hygiene awareness, and premium tissue consumption.

By application, Flushable Moist Tissues are used in Household Bathroom Hygiene, Personal On-the-Go Hygiene, Healthcare and Institutional Care, and Other applications. Household Bathroom Hygiene is the dominant application market because flushable moist tissues are most commonly placed in bathrooms as a daily toileting companion and are increasingly used together with conventional toilet paper.

Market growth is mainly driven by rising consumer awareness of personal hygiene, the shift from dry toilet paper to more comfortable moist cleansing products, increasing demand for convenient bathroom hygiene solutions, the growth of aging populations and care-related hygiene needs, and product upgrades in flushability, skin compatibility, packaging, and fragrance-free or sensitive-skin formulations. The category also benefits from premiumization in household paper products, stronger acceptance of intimate hygiene products, the expansion of e-commerce and subscription purchasing, and the growing use of compact portable packs for travel and daily mobility. As consumers pay more attention to cleanliness, comfort, and convenience, Adult Flushable Moist Tissues and Household Bathroom Hygiene are expected to remain the core growth anchors of the market.

The market also faces restraints from sewer blockage concerns, stricter scrutiny over

flushability claims, environmental pressure related to nonwoven materials and wastewater systems, higher production costs compared with ordinary dry tissue, and consumer confusion between truly flushable products and conventional wet wipes. Regulatory requirements, municipal wastewater guidelines, and retailer standards may increase compliance costs for manufacturers. In addition, price sensitivity in mass-market tissue consumption, competition from dry toilet paper, bidets, reusable cleansing solutions, and non-flushable wet wipes may limit penetration in some regions. For the market to expand sustainably, brands need to balance softness, strength, dispersibility, affordability, and credible environmental positioning.

LP Information, Inc. (LPI) ' newest research report, the "Flushable Moist Tissues Industry Forecast" looks at past sales and reviews total world Flushable Moist Tissues sales in 2025, providing a comprehensive analysis by region and market sector of projected Flushable Moist Tissues sales for 2026 through 2032. With Flushable Moist Tissues sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Flushable Moist Tissues industry.

This Insight Report provides a comprehensive analysis of the global Flushable Moist Tissues 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 Flushable Moist Tissues portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Flushable Moist Tissues market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Flushable Moist Tissues 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 Flushable Moist Tissues.

This report presents a comprehensive overview, market shares, and growth opportunities of Flushable Moist Tissues market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Baby Flushable Moist Tissues

Adult Flushable Moist Tissues

Segmentation by Materials:

Wood Pulp-Based

Regenerated Cellulose Fiber-Based

Other

Segmentation by Sales Channel:

Online Sales

Offline Sales

Segmentation by Application:

Household Bathroom Hygiene

Personal On-the-Go Hygiene

Healthcare and Institutional Care

Other

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.

Yeesain (Deeyeo)

Kimberly-Clark (Cottonelle, Scott, Kleenex)

Vinda (Vinda, Tempo)

DUDE Products

P&G (Charmin)

Hengan (Xin Xiang Yin)

Dafi (Haoyue)

C&S

Breeze (GOLD HONGYE PAPER)

Essity (Zewa, Lotus, Tempo, Colhogar, Edet)

Unicharm Corporation (Moony, Lifree)

Kao Corporation

Daio Paper Corporation (Elleair, Attento)

Sofidel Group

Bodywise (UK) Ltd (Natracare)

OLDAM

PDI Healthcare (Hygea)

Key Questions Addressed in this Report

What is the 10-year outlook for the global Flushable Moist Tissues market?

What factors are driving Flushable Moist Tissues market growth, globally and by region?

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

How do Flushable Moist Tissues market opportunities vary by end market size?

How does Flushable Moist Tissues break out by Type, by Application?

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