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Global Hemorrhoid Wipe Market Growth 2026-2032

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Abstracts

The global Hemorrhoid Wipe market size is predicted to grow from US$ 490 million in 2025 to US$ 729 million in 2032; it is expected to grow at a CAGR of 5.9% from 2026 to 2032.

In 2024, the global production of hemorrhoid wipes reached 1273.9 million sheets, with an average selling price of US$372.16 per thousand sheets.

Hemorrhoid wipes were developed to address the problems of traditional wiping methods, such as increased pain, intense itching, incomplete cleaning, and secondary damage to the mucosa caused by repeated wiping. Since the research and promotion of hemorrhoid wipes in the early 21st century, the field of anorectal care has achieved a leapfrog development from basic cleaning to precise soothing. Currently, hemorrhoid wipes have formed a multi-dimensional product matrix covering medical and pharmaceutical types, daily care types, and portable travel types, and are widely used in scenarios such as post-hemorrhoid surgery recovery, daily symptom relief, preventive care for sedentary individuals, and emergency treatment during travel. Its core advantage lies in its use of medical-grade non-woven fabric, combined with gentle antibacterial ingredients (such as witch hazel extract and zinc oxide) and soothing factors (such as aloe vera gel and glycerin). This allows it to quickly absorb secretions and reduce friction and irritation, while also relieving perianal swelling through a cooling effect. It avoids the rough friction and chemical residue risks of traditional paper towels, ultimately achieving a synergistic effect of "cleaning-antibacterial-soothing," significantly improving patient comfort and nursing efficiency, making it a professional auxiliary device for modern anorectal health management.

The gross profit margin for hemorrhoid wipes is 19.16%, with a gross profit of US$71.31. Single-line production capacity is 50-60 million wipes/year.

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The upstream of the hemorrhoid wipes industry chain covers raw materials and core production components, including non-woven/spunlace fabric substrates, pharmaceutical ingredients (such as witch hazel extract, aloe vera, glycerin), packaging materials (aluminum foil bags, biodegradable plastics), and production equipment (wipe machines, sterilization devices). Representative companies include Hengan Group, Zhongshun Jierou, Winner Medical, and international manufacturers such as Procter & Gamble and Kimberly-Clark. The downstream extends to retail channels (pharmacies, supermarkets, e-commerce platforms), medical institutions (proctology clinics, hospital pharmacies), consumer self-purchase, and special scenarios (travel packs, post-operative care), involving companies in multiple fields such as pharmaceuticals, daily consumer goods, and medical care.

Its potential business opportunities focus on four major areas: upgrading high-end products (such as adding natural herbal ingredients and alcohol-free formulas suitable for sensitive skin); expanding emerging channels (cross-border e-commerce, live-streaming e-commerce, and O2O instant delivery to improve reach efficiency); optimizing services through technology (such as intelligent production lines to improve sterilization standards and environmentally friendly packaging materials to reduce plastic pollution); and innovating service models (enhancing user stickiness through subscription systems, customized packaging, and value-added services such as user health management apps), driving the industry towards professionalization, convenience, and green development.

Report Scope

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

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

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This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Hemorrhoid Wipe 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 Hemorrhoid Wipe.

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

Market Segmentation

Segmentation by Type:

Natural Plant Extracts

Chemical Synthesis

Traditional Chinese Medicine Compound

Segmentation by Operating Methods:

Acute Attack

Post-operative Care

Daily Prevention

Segmentation by Suitable Population:

General Adult

Specifically for Pregnant Women

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Suitable for Children with Sensitive Skin

Segmentation by Application:

Post-Hemorrhoid Surgery Recovery

Daily Symptom Relief

Preventative Care for Sedentary Individuals

Emergency Treatment

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

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- 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.

- Kimberly-Clark
- Cottonelle
- Scott
- Kleenex

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Procter & Gamble

Charmin

Goodwipes

Essity

Doctor Butler's

CVS Health

DUDE Wipes

Hametum

Zdrovit

Deeyeo

Preparation H

Curist

Kroger

Topcare

Key Questions Addressed in this Report

What is the 10-year outlook for the global Hemorrhoid Wipe market?

What factors are driving Hemorrhoid Wipe market growth, globally and by region?

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

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How do Hemorrhoid Wipe market opportunities vary by end market size?

How does Hemorrhoid Wipe break out by Type, by Application?

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