

Global Plant-Based Dry Baby Wipes Market Growth 2026-2032

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Abstracts

The global Plant-Based Dry Baby Wipes market size is predicted to grow from US\$ 287 million in 2025 to US\$ 437 million in 2032; it is expected to grow at a CAGR of 5.8% from 2026 to 2032.

Plant-Based Dry Baby Wipes are disposable, non-pre-moistened dry wipes designed for infant and baby hygiene, including diaper changing, hand-and-mouth cleaning, facial cleansing, body wiping, bath-time care and daily sensitive-skin care. The product is typically made from plant-origin or cellulosic nonwoven substrates such as wood pulp, regenerated cellulose fibres, viscose, rayon, lyocell, bamboo-derived cellulose, cotton and organic cotton. Unlike wet baby wipes, plant-based dry baby wipes do not contain pre-loaded water, preservatives or cleansing lotion, and can be used directly in dry form or moistened by caregivers with water or a preferred cleansing solution before use.

In 2025, global Plant-Based Dry Baby Wipes production reached approximately 18222 million Pcs, with an average global market price of around US\$ 16 per K Pcs.

The upstream supply chain mainly includes wood pulp, dissolving pulp, viscose staple fiber, lyocell fiber, cotton fiber, cotton linter, bamboo-derived cellulose fiber, spunlace nonwoven roll goods, airlaid substrates, embossing and converting materials, paper/plastic-reduced packaging, and sterilized or dust-controlled packaging components. The major global suppliers include Lenzing, Sateri, Suominen, Sandler, Suzano, UPM, Mets? Fibre, Arauco, Sappi, etc.

Plant-Based Dry Baby Wipes are mainly used in Household Use, Travel and Outdoor Use, and Other applications. Household Use is the core daily consumption scenario, covering diaper changing, baby skin cleaning and routine family baby care. Major

downstream customers include infant families, hospitals, maternity care institutions and childcare service providers.

The gross margin of Plant-Based Dry Baby Wipes varies significantly by material route, brand position, manufacturing model and sales channel. The gross margin is usually around 20%-40%.

Plant-Based Dry Baby Wipes can be segmented by product type into Wood Pulp-Based, Regenerated Cellulose Fiber-Based, Cotton-Based Dry Baby Wipes, and Other. Wood Pulp-Based products use wood pulp, pulp-derived cellulose or cellulose-rich nonwoven substrates as the main material, offering good absorbency, relatively stable raw material availability, better cost control and strong suitability for large-scale production, especially for mass-market household baby dry wipes and retail private-label products. Regenerated Cellulose Fiber-Based products are typically made from viscose, lyocell, rayon or other man-made cellulosic fibres, and are usually positioned around softness, skin comfort, liquid absorption and sustainability. Cotton-Based Dry Baby Wipes include pure cotton, natural cotton and organic cotton products, which enjoy strong consumer recognition and are commonly used for newborns, sensitive skin and premium baby-care positioning. Other products include bamboo-based, mixed plant-fibre-based and other innovative plant-origin substrates, which are often used for differentiated brands, regional products or specific eco-positioned offerings.

By application, the market is segmented into Household Use, Travel and Outdoor Use, and Other, with Household Use being the dominant application market. Household Use covers daily diaper changes, baby face wiping, hand cleaning, mouth cleaning, drool wiping, bath-time wiping, feeding cleanup and routine skin care, making it the core source of recurring demand due to high usage frequency and repeat purchasing. Travel and Outdoor Use includes travel, outdoor activities, daycare pickup, commuting, temporary cleaning in public places and diaper changing outside the home, where compact packs, portability, easy dispensing and wet-or-dry usability are particularly important. Other applications include postpartum care centers, daycare centers, nurseries, pediatric clinics, hotels, maternity-care institutions and other professional baby-care settings. These applications are usually smaller than household demand but help improve product credibility and acceptance in professional channels.

Market growth is supported by several structural drivers. Parents and caregivers are paying closer attention to baby skin safety, low-irritation materials, softness and reduced chemical exposure, which strengthens the appeal of plant-based dry baby wipes in newborn and sensitive-skin care. Wet-or-dry usability increases product flexibility,

allowing the wipes to be used dry for absorption, sweat wiping or drool cleaning, or moistened with water or a preferred cleansing solution for diaper changing and body cleansing. The improving supply of plant-origin materials, cotton-based substrates, wood pulp-based materials and regenerated cellulose fibres is helping the category move from premium niche products toward broader baby-care consumption. E-commerce platforms, baby specialty stores, pharmacy channels and retail private labels are improving consumer access and repeat-purchase convenience. Plastic-reduction, sustainability and natural-material trends are encouraging brands to highlight plant-based, soft-touch, naturally derived and lower-impact positioning, while also pushing OEM/ODM manufacturers to upgrade spunlace nonwoven, embossing, low-lint and softness-control processes.

The market is also constrained by several factors. Plant-based materials are not automatically biodegradable or compostable, and consumers as well as channel buyers may confuse claims such as plant-based, pure cotton, cotton-soft and biodegradable, which increases the cost of consumer education and compliance communication. Cotton, organic cotton, lyocell and high-quality regenerated cellulose substrates are generally more expensive than conventional blended or synthetic-fibre substrates, resulting in higher product prices and slower adoption in price-sensitive markets. Plant-Based Dry Baby Wipes must simultaneously meet requirements for softness, absorbency, wet strength, low linting, wiping durability and infant-skin safety, which raises manufacturing and quality-control complexity. Some cotton-soft towel products have unclear material disclosure and may contain blends of plant fibres and synthetic fibres, creating challenges for market statistics and consumer trust. Low-priced conventional baby wet wipes, traditional dry tissues, adult facial towels, reusable cotton cloths and other baby cleansing products will continue to create substitution pressure for plant-based dry baby wipes.

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

This Insight Report provides a comprehensive analysis of the global Plant-Based Dry Baby 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 Plant-Based Dry Baby Wipes portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Plant-Based Dry Baby Wipes market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Plant-Based Dry Baby 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 Plant-Based Dry Baby Wipes.

This report presents a comprehensive overview, market shares, and growth opportunities of Plant-Based Dry Baby Wipes market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Wood Pulp-Based

Regenerated Cellulose Fiber-Based

Cotton-Based Dry Baby Wipes

Other

Segmentation by Usage:

Diaper Change

Hand and Face Cleaning

Other

Segmentation by Sales Channel:

Online Sales

Offline Sales

Segmentation by Application:

Household Use

Travel and Outdoor Use

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.

Winner Medical (PurCotton)

Bc Babycare

Shandong Runhe Sanitary Materials Co., Ltd.

Essity AB

YOHO Medical Enterprise Co., Ltd.

Graminton Enterprise Ltd.

Yeesain (Deeyeo)

Hangzhou Huasheng Daily Products Co., Ltd.

Mother-K

Cotton Labo Co.,Ltd

AHC

Key Questions Addressed in this Report

What is the 10-year outlook for the global Plant-Based Dry Baby Wipes market?

What factors are driving Plant-Based Dry Baby Wipes market growth, globally and by region?

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

How do Plant-Based Dry Baby Wipes market opportunities vary by end market size?

How does Plant-Based Dry Baby Wipes break out by Type, by Application?

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