

# Global Washing Color Catching Wipe Market Growth 2026-2032

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## Abstracts

The global Washing Color Catching Wipe market size is predicted to grow from US\$ 538 million in 2025 to US\$ 705 million in 2032; it is expected to grow at a CAGR of 3.8% from 2026 to 2032.

Washing Color Catching Wipe is a single-use nonwoven wipe added to the washing machine to adsorb/absorb loose dyes released from fabrics during washing, helping prevent color transfer between garments and keeping whites/brights cleaner in mixed loads.

Upstream includes nonwoven substrates (spunlace/airlaid), specialty fibers, dye-binding resins and functional polymers, surfactant auxiliaries, packaging films and cartons, plus machinery for nonwoven converting; midstream consists of formulation coating/impregnation, sheet cutting, calendaring/lamination, quality inspection, automated folding and packing, and OEM/ODM private-label manufacturing alongside branded owners; downstream covers multi-channel distribution through supermarkets, drugstores, e-commerce platforms, home-care aisles, and wholesale distributors, with end-use driven by households and institutional laundry operators seeking mixed-load convenience, reduced rewash risk, and fabric color protection.

Typical projects under construction and planned in this category include new spunlace/airlaid nonwoven capacity expansions dedicated to home-care wipes, adding coating/impregnation and drying lines for functional laundry sheets, automation upgrades for high-speed folding/counting/packing, localization of OEM/ODM production in Southeast Asia and Eastern Europe to reduce freight and improve lead times, development of biodegradable substrate versions and lower-plastic packaging conversions, and brand-led innovation programs launching “max protection” or

fragrance-free SKUs, often bundled with broader laundry additives portfolios and supported by e-commerce channel build-outs and private-label tenders from large retailers.

2025 Global Market sales Volume: 22 billion units. Average Global Market Price: USD 0.025 per unit. Market Average Gross Profit Margin: 22%.

United States market for Washing Color Catching Wipe is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Washing Color Catching Wipe is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Washing Color Catching Wipe is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Washing Color Catching Wipe players cover Henkel, S.C. Johnson & Son, Mascot, P&G, Dr. Beckmann, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

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

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

#### Segmentation by Type:

Spunlace Nonwoven Type

Airlaid Nonwoven Type

Meltblown/Composite Nonwoven Type

Cellulose-Fiber Paper Type

#### Segmentation by Absorption Chemistry:

Anionic Dye-Binding Polymer Type

Cationic Dye-Binding Polymer Type

Activated Carbon/Porous Adsorbent Type

Hybrid Multi-Adsorbent Type

#### Segmentation by Product Form:

Sheet Type

Wipe Type

Pad Type

Segmentation by Application:

- Household Washing
- Commercial Washing
- Industrial Textile Washing
- Hospitality & Healthcare Laundry
- 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.

Henkel

S.C. Johnson & Son

Mascot

P&G

Dr. Beckmann

Delta Carbona

Laoguanjia

#### Key Questions Addressed in this Report

What is the 10-year outlook for the global Washing Color Catching Wipe market?

What factors are driving Washing Color Catching Wipe market growth, globally and by region?

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

How do Washing Color Catching Wipe market opportunities vary by end market size?

How does Washing Color Catching Wipe break out by Type, by Application?

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