

Body Wipes Market - Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Product Type (Bath Wipes, Body Cleansing, Make up Cleansing, Others), By Sales Channel (Supermarket/Hypermarket, Convenience Stores, Departmental Stores, Online and Others), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/BBBEB2EE5DD5EN.html>

Date: January 2026

Pages: 181

Price: US\$ 4,500.00 (Single User License)

ID: BBBEB2EE5DD5EN

Abstracts

The Global Body Wipes Market is projected to expand from USD 5.39 Billion in 2025 to USD 8.04 Billion by 2031, reflecting a compound annual growth rate of 6.89%. This industry centers on the production of pre-moistened, non-woven towelettes designed for personal cleansing, sanitization, and hygiene without the need for water. The market's growth is primarily underpinned by rising global expectations for personal hygiene and a persistent consumer preference for convenient, time-efficient cleansing solutions. Furthermore, the rapid aging of the global population has emerged as a crucial structural catalyst, driving the need for reliable volumes of specialized products tailored for patient care and adult incontinence.

Despite this growth, the market faces significant hurdles regarding environmental regulatory compliance, specifically concerning single-use plastics and the ecological impact of non-biodegradable materials. Manufacturers are increasingly pressured to adhere to complex waste management guidelines while striving to maintain product effectiveness and cost efficiency. However, the sector continues to show resilience; data from EDANA indicates that in 2024, the production volume of personal care wipes in Greater Europe increased by 4.8%, highlighting the industry's robust performance even amidst these regulatory challenges.

Market Driver

The industry is undergoing a fundamental transformation driven by the shift toward biodegradable, sustainable, and eco-friendly materials, as manufacturers align with strict environmental mandates and growing consumer demand for plastic-free alternatives. This movement is compelling major companies to overhaul their product lifecycles, emphasizing compostable substrates and recyclable packaging to reduce the ecological footprint of single-use items. For instance, Kimberly-Clark reported in its '2024 Sustainability Report' released in June 2025 that 99% of its packaging is now designed for technical or biological circularity systems. This strategic pivot not only ensures regulatory compliance but also enhances brand value among environmentally conscious buyers, fostering the uptake of premium, eco-centric products.

Simultaneously, the rapid expansion of the geriatric population and the associated need for incontinence care act as a vital structural driver, guaranteeing steady demand for high-performance hygiene wipes. As global demographics shift toward an older profile, the necessity for specialized, skin-gentle cleansing solutions in both home and institutional settings has grown, securing the dominance of the hygiene sector. This trend is reflected in production figures; EDANA's 'Statistics Report on Nonwovens Production and Deliveries for 2024', published in March 2025, notes that the hygiene market accounted for 27% of all nonwoven deliveries. To meet this rising consumption, the supply chain is expanding significantly, with INDA reporting in May 2025 that North American nonwoven capacity rose to 5.73 million tonnes in 2024.

Market Challenge

Environmental regulatory compliance regarding single-use plastics and disposal protocols stands as a major obstacle for the Global Body Wipes Market. As governments implement stricter laws to limit ecological harm, manufacturers are forced to pivot from conventional polymer-based substrates to biodegradable options. This transition requires significant capital investment in material research and supply chain adjustments, which in turn increases production costs and squeezes profit margins. Consequently, the unpredictability regarding future material bans and potential levies on plastic-based wipes generates a volatile investment climate, causing companies to delay capacity expansions for standard product lines.

The ongoing discrepancy between product labeling and actual consumer behavior further exacerbates these regulatory frictions, prompting authorities to evaluate tighter market restrictions. The burden on public infrastructure due to incorrect disposal acts as

a primary trigger for these legislative challenges. According to a 2024 study by the Responsible Flushing Alliance, 34% of materials recovered from sewer blockages were wipes explicitly marked with the "Do Not Flush" symbol. This evidence highlights the persistence of disposal problems despite industry labeling initiatives, thereby reinforcing the argument for stringent regulations that could restrict market access and limit volume growth.

Market Trends

The trend of premiumization through skincare-infused formulations is upgrading the market landscape as manufacturers move beyond basic cleansing to offer high-value, functional wellness items. This "skinification" process involves impregnating nonwoven substrates with premium active ingredients, such as hyaluronic acid, vitamins, and aloe vera, to provide on-the-go dermatological benefits. By merging hygiene with skincare, companies are successfully establishing higher price points, which helps expand profit margins within a competitive environment. The financial success of this strategy is illustrated by Essity, which reported a record profit of SEK 20.3 billion in its 'Annual Report 2024' released in March 2025, driven largely by growth in its most advanced and profitable product categories.

Concurrently, the development of certified septic-safe and dispersible flushable technologies is advancing swiftly to ensure compatibility with wastewater infrastructure and to distinguish compliant products from non-dispersible versions. Innovations in wetlaid substrate engineering allow for the creation of wipes that hold together during use but break down rapidly under hydraulic agitation, satisfying strict flushability standards. This technological progress is supported by robust industry-led educational initiatives aimed at ensuring proper usage and disposal. These combined efforts are yielding measurable results; the Responsible Flushing Alliance noted in its March 2025 '2024 Annual Meeting Recap' that national consumer awareness of the "Do Not Flush" symbol has reached 81%, signaling a crucial move toward the sustainable adoption of certified flushable technologies.

Key Market Players

Procter & Gamble Company

Kimberly-Clark Corporation

Unilever PLC

Johnson & Johnson

Kao Corporation

Nice-Pak Products, Inc.

Georgia-Pacific LLC

SC Johnson & Son, Inc.

Ontex Group NV

Edgewell Personal Care Company

Report Scope

In this report, the Global Body Wipes Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Body Wipes Market, By Product Type

Bath Wipes

Body Cleansing

Make up Cleansing

Others

Body Wipes Market, By Sales Channel

Supermarket/Hypermarket

Convenience Stores

Departmental Stores

Online

Others

Body Wipes Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Body Wipes Market.

Available Customizations:

Global Body Wipes Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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