

India Wet Wipes Market By Product Type (Baby Wipes, Facial & Cosmetics Wipes, Multi-Purpose Wipes, Hand & Body Wipes, Others), By Distribution Channel (Grocery Stores/Departmental Stores, Pharmacy/Drug Stores, Supermarkets/Hypermarkets, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The India Wet Wipes Market was valued at USD 127.92 million in 2024 and is projected to reach USD 358.32 million by 2030, growing at a CAGR of 18.73% during the forecast period. The market is experiencing rapid growth, fueled by rising awareness of hygiene, increased disposable incomes, and changing consumer lifestyles. The growing urban population, particularly millennials and working professionals, is driving demand for convenient personal care solutions. Baby wipes continue to lead in terms of market share, while facial and antibacterial wipes are gaining popularity for their skin-friendly and germ-protective properties. The expansion of online retail channels and aggressive promotional campaigns by leading brands are further enhancing market reach and consumer engagement.

Key Market Drivers

Rising Hygiene Awareness and Health Consciousness

The increasing focus on hygiene and personal cleanliness is a major factor accelerating the demand for wet wipes in India. The COVID-19 pandemic underscored the

importance of maintaining sanitation, elevating the use of antibacterial and cleansing wipes as a practical solution for everyday hygiene. Public health campaigns and government-led awareness programs have also contributed to changing consumer habits, making wet wipes a daily necessity rather than a luxury. This shift is particularly visible among urban and semi-urban consumers who are more exposed to global hygiene standards and adopt Westernized personal care routines. Rising pollution levels and concern over skin exposure to external pollutants have also made facial and cleansing wipes a preferred choice for on-the-go skincare.

Key Market Challenges

Environmental Concerns and Lack of Biodegradable Alternatives

Environmental sustainability remains a major challenge in the India wet wipes market. Most conventional wet wipes are made using non-biodegradable materials such as polyester and polypropylene, contributing significantly to plastic waste and environmental degradation. These products often clog sewage systems and pollute water bodies, compounding the problem of urban waste management. As awareness of environmental issues grows, there is increased scrutiny of single-use plastic products, including wet wipes. Although biodegradable variants using natural fibers have emerged, their high price and limited availability hinder widespread adoption. The challenge lies in making sustainable alternatives more affordable and accessible to the mass market while maintaining product performance.

Key Market Trends

Shift Toward Eco-Friendly and Biodegradable Wet Wipes

A clear trend in the Indian wet wipes market is the rising demand for eco-friendly and biodegradable products. Consumers, particularly in urban areas, are becoming more environmentally conscious and are opting for wipes made from materials such as bamboo fiber, organic cotton, and plant-based cellulose. These variants are marketed as free from microplastics and synthetic additives, aligning with consumer preferences for safer, more natural products—especially for infants and sensitive skin. Though currently prominent in premium and niche segments, the shift toward sustainable wipes is gaining momentum. As production becomes more cost-effective and regulations evolve, adoption of green alternatives is expected to broaden across the market.

Key Market Players

The Himalaya Drug Company

Johnson & Johnson Private Limited

Hindustan Unilever Limited

Unicharm India Pvt. Ltd.

Procter & Gamble Hygiene and Health Care Limited

Kimberly-Clark Hygiene Products Private Limited

Godrej Consumer Products Limited

Pigeon India Pvt. Ltd.

Tainwala Personal Care Products Private Limited

Ashok & Co. Private Limited

Report Scope:

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

India Wet Wipes Market, By Product Type:

Baby Wipes

Facial & Cosmetics Wipes

Multi-Purpose Wipes

Hand & Body Wipes

Others

India Wet Wipes Market, By Distribution Channel:

Grocery Stores/Departmental Stores

Pharmacy/Drug Stores

Supermarkets/Hypermarkets

Online

Others

India Wet Wipes Market, By Region:

South

North

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Wet Wipes Market.

Available Customizations:

India Wet 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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