

India Wet Wipes Market By Product Type ((Baby Wipes, Facial & Cosmetics Wipes, Multi-Purpose Wipes, Hand & Body Wipes and Others (Deodorant Wipes, Intimate Wipes, Surface Wipes, etc.)), By Distribution Channel (Grocery Stores/Departmental Stores, Pharmacy/Drug Stores, Supermarkets/Hypermarkets, Online and Others (Direct Sales, Distributors Sales, Convenience Stores, etc.)), By Region, Competition, Forecast & Opportunities, 2028F

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Abstracts

India wet wipes market is anticipated to grow at a CAGR of 18.38% during the forecast period to reach around USD250.60 million by 2028F on account of several factors such as rising per capita income, changing consumer perception, increasing preferences for hygiene products. The vast variety of product categories provided by the wet wipes producers in the nation is another important factor driving the expansion of this market. In addition to the standard washing tissues such as wet toilet paper, baby wipes, or hard surface wipes, other products such as sunscreen lotion or deodorant are also available as wipes. Additionally, businesses are concentrating on releasing such goods in the market that serve the dual purposes of being environmentally friendly and effective at cleaning. As an illustration, consider businesses such as Pampers and Mamaearth that provide baby wipes made with plant-based fiber. Therefore, these factors are anticipated to spur the growth of the wet wipes market over the forecast years.

During the COVID-19 pandemic, customers preferred visiting adjacent grocery/Kirana

stores, pharmacies/drug stores, and e-commerce platforms for their purchases instead of hypermarkets and supermarkets due to the country's strict lockdown enforcement. Following the COVID-19 epidemic, brands concentrated on expanding their product portfolios on e-commerce platforms. However, important players have been focusing more on e-commerce as the lockdown limits have been loosened and consumers have become more tech aware.

Rising Demand through E-Commerce Platforms Fueling the Market Growth

The number of internet users in India climbed from 795.18 million at the end of December 2020 to 825.30 million at the end of March 2021, according to data from the Telecom Regulatory Authority of India, representing a quarterly growth rate of 3.79%. Due to the expansion of e-commerce, especially in light of India's rising rate of internet penetration, wet wipes manufacturers now have new opportunities to connect with their clients. The online sales channel has greatly aided in the evolution of the wet wipes market in India by making it feasible to interact with clients in even the most remote locations and to expand distribution networks.

Increasing Demand for Facial and Cosmetic Wipes Fueling the Market Growth

Consumers are increasingly adopting face and cosmetic wipes, which has various benefits including the fact that they are easy and handy to use anywhere and at any time. They clean the face of dirt and bacteria delicately and effectively. They also make it simpler to moisturize and wash the face. Additionally, the skincare industry in India is flourishing as consumers constantly strive for clear, beautiful skin. Wet wipes businesses are concentrating on growing their position in this market as a result. For instance, Piramal Pharma Limited said in 2022 that its Lacto Calamine skin care product line, which features items such as facewash with kaolin clay, oil control face wipes, etc., would be expanded.

Rising Demand for Organic Wet Wipes Aiding the Market Growth

In India, manufacturers of wet wipes are placing increasing emphasis on producing environment-friendly goods, implementing sustainable methods from the very start of the manufacturing process, and working to lessen their carbon footprint. In order to compete with other companies and boost sales, manufacturers are also working to create reasonable and environment-friendly products. In addition, the top wet wipes manufacturers are putting a focus on their product line and providing goods free of chemicals in order to meet the growing consumer demand for organic wet wipes.

Market Segmentation

The India wet wipes market is segmented based on product type, distribution channel, region, and competitive landscape. Based on product type, the market is further fragmented into baby wipes, facial & cosmetics wipes, multi-purpose wipes, hand & body wipes and others (deodorant wipes, intimate wipes, surface wipes, etc.). Also, segmentation of the market on the grounds of distribution channel is done into grocery stores/departmental stores, pharmacy/drug stores, supermarkets/hypermarkets, online and others (direct sales, distributors sales, convenience stores, etc.).

Company Profiles

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, etc. are among some of the major market players in the India wet wipes market.

Report Scope:

In this report, India wet wipes market has been segmented into 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

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India wet wipes market.

Available Customizations:

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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