

Personal Care Wipes Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Baby Wipes, Facial & Cosmetic Wipes, Hand & Body Wipes, Others), By Sales Channel (Departmental Stores, Supermarket/Hypermarket, Pharmacy, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

Global Personal Care Wipes Market was valued at USD 13.17 billion in 2024 and is projected to grow to USD 19.02 billion by 2030, with a CAGR of 6.37% during the forecast period. Growth in this market is driven by increased consumer awareness around hygiene, convenience, and skincare, especially for on-the-go usage. Rising urbanization and fast-paced lifestyles are fueling demand across applications such as baby care, facial cleansing, and intimate hygiene. A shift toward eco-conscious living is encouraging innovation in biodegradable and sustainable wipe materials. At the same time, the market is diversifying to include premium and functional products that cater to men, elderly consumers, and skincare enthusiasts. The robust expansion of retail and e-commerce, with online sales accounting for 22.7% of total U.S. retail sales in 2024, is improving accessibility and accelerating market penetration globally.

Key Market Drivers

Rising Awareness of Personal Hygiene

The global personal care wipes market is significantly propelled by heightened awareness of personal hygiene. Public health campaigns and hygiene-focused

initiatives have highlighted the importance of cleanliness, especially following the global COVID-19 pandemic. This has resulted in consumers integrating wipes into their daily routines for quick and effective cleansing. The surge in demand for antibacterial and disinfecting wipes during the pandemic has transitioned into a lasting consumer preference. Parents also favor baby wipes for their mild and hypoallergenic properties, enhancing usage in infant care. A 2024 study revealed that over 70% of respondents recognized the critical role of hygiene both at home and in public, demonstrating the lasting impact of pandemic-era health consciousness and reinforcing demand for hygiene-related products.

Key Market Challenges

Environmental Concerns and Sustainability Issues

The environmental impact of traditional personal care wipes remains a major challenge. Most wipes are produced from synthetic materials like polyester and polypropylene, which are non-biodegradable and contribute to environmental pollution. Improper disposal often leads to clogged sewer systems and broader ecological damage. As regulatory bodies enforce stricter rules on plastic waste, the industry faces mounting pressure to innovate sustainably. Although biodegradable alternatives are emerging, they typically incur higher production costs, limiting affordability in certain regions. Additionally, ambiguous labeling on wipes—such as “flushable” or “biodegradable”—adds to consumer confusion and poor disposal practices. Compliance with evolving environmental standards requires manufacturers to find cost-effective solutions that do not compromise performance or sustainability.

Key Market Trends

Rising Popularity of Specialized and Functional Wipes

There is growing consumer demand for wipes that offer specialized and multifunctional benefits beyond standard cleansing. Functional wipes infused with anti-aging agents, acne treatments, moisturizing compounds, pH-balanced formulas, and deodorizing effects are gaining popularity. Products such as micellar water makeup removers, exfoliating wipes with glycolic acid, and SPF-infused sun protection wipes are becoming common in skincare. Sensitive skin variants, as well as hypoallergenic and alcohol-free options, are also on the rise. Men’s grooming is another growing niche, with new masculine-branded wipes entering the market. This trend reflects a broader shift toward personalization and convenience, driving innovation and expansion in the wipes

category.

Key Market Players

The Procter & Gamble Company

Unilever PLC

Nice-Pak Products, Inc.

Godrej Consumer Products Limited

Henkel AG & Co. KGaA

Johnson & Johnson Services, Inc.

Kimberly-Clark Corporation

Unicharm Corporation

The Honest Company, Inc.

Himalaya Wellness Company

Report Scope:

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

Personal Care Wipes Market, By Type:

Baby Wipes

Facial & Cosmetic Wipes

Hand & Body Wipes

Others

Personal Care Wipes Market, By Sales Channel:

Departmental Stores

Supermarket/Hypermarket

Pharmacy

Online

Others

Personal Care Wipes Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Personal Care Wipes Market.

Available Customizations:

Global Personal Care 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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