

United States Wet Wipes Market, By Type (Baby Wipes, Facial & Cosmetic Wipes, Hand & Body Wipes, Intimate Wipes, Flushable Wet Wipe, Household/Disinfectant/Cleaning Wipes, Others), By Material (Non-Woven, Woven), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Pharmacies and Drug Stores, Online, Others), By Region & Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/U4E1B392C7A1EN.html>

Date: April 2025

Pages: 87

Price: US\$ 3,500.00 (Single User License)

ID: U4E1B392C7A1EN

Abstracts

The United States wet wipes market was valued at USD 7.12 billion in 2024 and is projected to reach USD 8.41 billion by 2030, expanding at a compound annual growth rate (CAGR) of 2.8% over the forecast period. Market growth is primarily fueled by heightened awareness of personal hygiene, increasing demand for convenient cleaning solutions, and the widespread use of wet wipes across personal care and household cleaning segments.

Key Market Drivers

Growing Preference for Hygiene and On-the-Go Solutions

The increasing prioritization of hygiene and convenience among U.S. consumers is a significant driver for the wet wipes market. With modern lifestyles demanding quick and effective hygiene solutions, disposable wipes have become a preferred choice, especially when traditional cleaning methods are impractical. The COVID-19 pandemic accelerated this shift, amplifying demand for disinfectant and antibacterial wipes used to

sanitize hands, surfaces, and personal belongings.

Baby wipes continue to hold a dominant position due to their ease of use and necessity for parents, while facial and cosmetic wipes are favored by skincare-conscious consumers. Additionally, there is a growing interest in flushable wipes as consumers seek more environmentally responsible options. As hygiene awareness continues to rise, the market is expected to grow in tandem.

Key Market Challenges

Environmental Impact and Regulatory Constraints

One of the primary challenges in the U.S. wet wipes market is the environmental impact associated with non-biodegradable and non-flushable wipes. Many of these products contain synthetic fibers such as polyester and polypropylene, which resist decomposition and contribute to sewer blockages and marine pollution.

Regulatory authorities and environmental advocates are increasingly calling for stricter labeling standards and product composition guidelines—especially for products marketed as 'flushable.' According to the National Association of Clean Water Agencies (2023), non-flushable wipes are implicated in 90% of sewer blockages across the U.S., prompting municipalities like New York City and San Francisco to enact bans on misleading 'flushable' claims.

Some regions have already introduced legislation restricting the sale of non-flushable wipes, compelling manufacturers to explore more sustainable alternatives. However, developing eco-friendly products that maintain performance, affordability, and durability remains a significant challenge. Navigating regulatory compliance while meeting consumer expectations for sustainability puts added pressure on industry players to innovate responsibly.

Key Market Trends

Shift Toward Sustainable and Biodegradable Products

Rising environmental concerns are reshaping consumer preferences in the wet wipes market, driving demand for sustainable and biodegradable alternatives. Traditional wipes made with synthetic fibers contribute significantly to plastic pollution and sewage system issues, resulting in heightened regulatory scrutiny.

In response, manufacturers are innovating with plant-based materials such as bamboo, cotton, and wood pulp, which are more readily biodegradable. Flushable wipes adhering to recognized standards, such as the INDA/EDANA 'Fine to Flush' certification, are gaining popularity as environmentally safer options. Additionally, the use of water-based and chemical-free formulations is on the rise, minimizing ecological impact.

Packaging innovations—including recyclable materials and reduced plastic usage—also align with the broader sustainability trend. As consumer eco-consciousness continues to grow, demand for environmentally friendly wet wipes is expected to accelerate, pushing companies to prioritize sustainability in both product design and corporate strategy.

Key Market Players

Nice-Pak

Kimberly-Clark Corporation

The Clorox Company

Procter & Gamble

S.C. Johnson & Son

Diamond Wipes International Inc.

Georgia-Pacific

Essity

Domtar Corporation

Seventh Generation.

Report Scope:

In this report, the United States wet wipes market has been segmented into the following categories, in addition to the industry trends which have also been detailed

United States Wet Wipes Market, By Type (Baby Wipes, Facial & Cosmetic Wipes, Hand & Body Wipes, Intimate Wipe...

below:

United States Wet Wipes Market, By Type:

Baby Wipes

Facial & Cosmetic Wipes

Hand & Body Wipes

Intimate Wipes

Flushable Wet Wipe

Household/Disinfectant/Cleaning Wipes

Others

United States Wet Wipes Market, By Material:

Non-Woven

Woven

United States Wet Wipes Market, By Distribution Channel:

Supermarkets & Hypermarkets

Convenience Stores

Pharmacies and Drug Stores

Online

Others

United States Wet Wipes Market, By Region:

South

Midwest

West

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States wet wipes market.

Available Customizations:

United States 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. UNITED STATES WET WIPES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type Market Share Analysis (Baby Wipes, Facial & Cosmetic Wipes, Hand & Body Wipes, Intimate Wipes, Flushable Wet Wipe, Household/Disinfectant/Cleaning Wipes, Others)

5.2.2. By Material Market Share Analysis (Non-Woven, Woven)

5.2.3. By Distribution Channel Market Share Analysis (Supermarkets & Hypermarkets, Convenience Stores, Pharmacies and Drug Stores, Online, Others)

5.2.4. By Regional Market Share Analysis

5.2.4.1. South Market Share Analysis

5.2.4.2. Midwest Market Share Analysis

5.2.4.3. Northeast Market Share Analysis

5.2.4.4. West Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. United States Wet Wipes Market Mapping & Opportunity Assessment

5.3.1. By Type Market Mapping & Opportunity Assessment

5.3.2. By Material Market Mapping & Opportunity Assessment

5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. UNITED STATES BABY WIPES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Material Market Share Analysis

6.2.2. By Distribution Channel Market Share Analysis

7. UNITED STATES FACIAL & COSMETIC WIPES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Material Market Share Analysis

7.2.2. By Distribution Channel Market Share Analysis

8. UNITED STATES HAND & BODY WIPES MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Material Market Share Analysis

8.2.2. By Distribution Channel Market Share Analysis

9. UNITED STATES INTIMATE WIPES MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Material Market Share Analysis

9.2.2. By Distribution Channel Market Share Analysis

10. UNITED STATES FLUSHABLE WET WIPES MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Material Market Share Analysis

10.2.2. By Distribution Channel Market Share Analysis

11. UNITED STATES HOUSEHOLD/DISINFECTANT/CLEANING WIPES MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value

11.2. Market Share & Forecast

11.2.1. By Material Market Share Analysis

11.2.2. By Distribution Channel Market Share Analysis

12. MARKET DYNAMICS

12.1. Drivers

12.2. Challenges

13. MARKET TRENDS & DEVELOPMENTS

13.1. Merger & Acquisition (If Any)

13.2. Type Launches (If Any)

13.3. Recent Developments

14. PORTERS FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Types

15. UNITED STATES ECONOMIC PROFILE

16. POLICY AND REGULATORY LANDSCAPE

17. COMPETITIVE LANDSCAPE

- 17.1. Company Profiles
 - 17.1.1. Nice-Pak.
 - 17.1.1.1. Business Overview
 - 17.1.1.2. Company Snapshot
 - 17.1.1.3. Types & Services
 - 17.1.1.4. Financials (As Per Availability)
 - 17.1.1.5. Key Market Focus & Geographical Presence
 - 17.1.1.6. Recent Developments
 - 17.1.1.7. Key Management Personnel
 - 17.1.2. Kimberly-Clark Corporation
 - 17.1.3. The Clorox Company
 - 17.1.4. Procter & Gamble
 - 17.1.5. S.C. Johnson & Son
 - 17.1.6. Diamond Wipes International Inc.
 - 17.1.7. Georgia-Pacific
 - 17.1.8. Essity
 - 17.1.9. Domtar Corporation
 - 17.1.10. Seventh Generation.

18. STRATEGIC RECOMMENDATIONS

- 18.1. Key Focus Areas
 - 18.1.1. Target Type
 - 18.1.2. Target Distribution Channel

18.1.3. Target Region

19. ABOUT US & DISCLAIMER

I would like to order

Product name: United States Wet Wipes Market, By Type (Baby Wipes, Facial & Cosmetic Wipes, Hand & Body Wipes, Intimate Wipes, Flushable Wet Wipe, Household/Disinfectant/Cleaning Wipes, Others), By Material (Non-Woven, Woven), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Pharmacies and Drug Stores, Online, Others), By Region & Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/U4E1B392C7A1EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U4E1B392C7A1EN.html>