

Wipes Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Personal Care Wipes, Household Wipes, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/W4BEF895FF14EN.html>

Date: June 2025

Pages: 184

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

ID: W4BEF895FF14EN

Abstracts

Market Overview

The Global Wipes Market was valued at USD 19.12 Billion in 2024 and is projected to reach USD 26.76 Billion by 2030, growing at a CAGR of 5.76%. Growth in this market is being propelled by rising hygiene consciousness, increasing consumer preference for convenient cleaning solutions, and expanded use across healthcare, personal care, and household applications. The rise in disposable income, urban living, and hectic lifestyles has contributed to the popularity of wet wipes, baby wipes, disinfectant wipes, and cosmetic wipes. The COVID-19 pandemic further accelerated demand for sanitizing and antibacterial wipes, highlighting the importance of portable hygiene solutions. Additionally, as environmental awareness intensifies, there is growing interest in biodegradable and sustainable wipes, prompting innovation in eco-conscious formulations and packaging.

Key Market Drivers

Rising Hygiene Awareness and Health Consciousness

The global wipes market is strongly driven by heightened consumer awareness around hygiene and personal health. As reported by the WHO, over 60% of illnesses in India

stem from inadequate sanitation, underlining the crucial role of hygiene in public health. With a greater understanding of how infections spread, consumers are increasingly adopting wipes for personal care and household cleaning. This is especially prevalent among urban families, caregivers, and medical professionals. Baby wipes and antibacterial variants are favored for their ease of use, portability, and effectiveness in maintaining cleanliness. The pandemic significantly strengthened this shift, spurring long-term behavioral changes toward routine sanitization of hands and surfaces. Endorsements from public health authorities and rising health education have further reinforced consumer reliance on wipes, cementing their role as a key hygiene product in both domestic and commercial contexts.

Key Market Challenges

Environmental Concerns and Waste Management Issues

Environmental sustainability poses a critical challenge for the wipes market, particularly due to the widespread use of non-biodegradable materials such as polyester and polypropylene. These plastic-based wipes contribute to land and marine pollution, often clogging sewage systems and forming fatbergs when improperly disposed. Increasing regulatory scrutiny on single-use plastics and heightened consumer eco-consciousness are driving demand for biodegradable alternatives. However, transitioning to sustainable wipes is complicated by higher production costs and performance concerns. Price sensitivity in many developing regions also hinders widespread adoption of eco-friendly products. Balancing environmental responsibility with affordability and product efficacy remains a key hurdle for manufacturers striving to align with global sustainability goals.

Key Market Trends

Premiumization and Product Differentiation

A prominent trend shaping the wipes market is the move toward premium products that deliver enhanced functionality, safety, and skincare benefits. Consumers—especially in mature markets—are seeking wipes with value-added features such as hypoallergenic formulations, pH balance, fragrance-free options, and ingredients like aloe vera, vitamin E, and essential oils. This is particularly evident in baby and cosmetic wipe segments where skin sensitivity is a top concern. Manufacturers are also differentiating products through unique textures (e.g., dual-layer, exfoliating), convenient packaging designs, and appealing scents. Premiumization allows brands to elevate their market positioning, command higher prices, and foster consumer loyalty in an increasingly competitive

Landscape where basic cleaning capability alone is no longer sufficient to capture market share.

Key Market Players

Diamond Wipes International Inc.

Procter and Gamble Co.

Kimberly Clark Corporation

Unilever PLC

Johnson & Johnson Services Inc.

Diva International SRL

Nice-Pak International Ltd

The Clorox Company

La Fresh Group Inc.

Unicharm International

Report Scope:

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

Wipes Market, By Product Type:

Personal Care Wipes

Household Wipes

Others

Wipes Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Wipes Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

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

Available Customizations:

Global 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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