

# **Feminine Wipes Market Size, Trends, Analysis, and Outlook By Age Group (Female teenagers, Female adults), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Drugstores, Online, Others), by Country, Segment, and Companies, 2024-2032**

<https://marketpublishers.com/r/F387576412EAEN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,582.00 (Single User License)

ID: F387576412EAEN

## **Abstracts**

Global Feminine Wipes Market Size is valued at \$1.8 Billion in 2024 and is forecast to register a growth rate (CAGR) of 5.9% to reach \$2.8 Billion by 2032.

The feminine wipes market is witnessing growth as demand for convenience and hygiene increases. The trend towards eco-friendly and sensitive formulations is driving market expansion. Innovations in packaging and multi-functional wipes are enhancing market potential, encouraging brands to develop diverse feminine wipe offerings.

### **Feminine Wipes Market Drivers, Trends, Opportunities, and Growth Opportunities**

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Feminine Wipes survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Feminine Wipes industry.

### **Key market trends defining the global Feminine Wipes demand in 2025 and Beyond**

The Feminine Wipes industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption

patterns, new product launches, and widening distribution channels will play major roles.

## Feminine Wipes Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

### Key strategies adopted by companies within the Feminine Wipes industry

Leading Feminine Wipes companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Feminine Wipes companies.

### Feminine Wipes Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Feminine Wipes Market Size Outlook- Historic and Forecast Revenue in Three Cases

*Feminine Wipes Market Size, Trends, Analysis, and Outlook By Age Group (Female teenagers, Female adults), By D...*

The Feminine Wipes industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Feminine Wipes Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Feminine Wipes Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Feminine Wipes market segments. Similarly, strong market demand encourages Canadian Feminine Wipes companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Feminine Wipes Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Feminine Wipes industry remains the major market for companies in the European Feminine Wipes industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Feminine Wipes market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

### Asia Pacific Feminine Wipes Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Feminine Wipes in Asia Pacific. In particular, China, India, and South East Asian Feminine Wipes markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Feminine Wipes Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Feminine Wipes Market Size Outlook-** continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Feminine Wipes market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Feminine Wipes.

### Feminine Wipes Company Profiles

The global Feminine Wipes market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Albaad Deutschland GmbH, Be Bodywise, Corman SpA, COTTON HIGH TECH SL, Daio Paper Corp, Diva International Inc, Edgewell Personal Care Co., Essity AB, First Quality Enterprises Inc, Hengan International Group Co. Ltd, Johnson and Johnson, Kao Corp, Kimberly Clark Corp, Maxim Hygiene Products Inc, Ontex BV.

### Recent Feminine Wipes Market Developments

The global Feminine Wipes market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Feminine Wipes Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Age Group

Female teenagers

Female adults

By Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Drugstores

Online

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Albaad Deutschland GmbH

Be Bodywise

Corman SpA

COTTON HIGH TECH SL

Daio Paper Corp

Diva International Inc

Edgewell Personal Care Co.

Essity AB

First Quality Enterprises Inc

Hengan International Group Co. Ltd

Johnson and Johnson

Kao Corp

Kimberly Clark Corp

Maxim Hygiene Products Inc

Ontex BV

Formats Available: Excel, PDF, and PPT

## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### **CHAPTER 2. FEMININE WIPES MARKET OVERVIEW- 2025**

- 2.1 An Introduction to the Global Feminine Wipes Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Feminine Wipes Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### **CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS**

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Feminine Wipes Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Feminine Wipes Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Feminine Wipes Market Outlook to 2032

### **CHAPTER 5: FEMININE WIPES MARKET DYNAMICS**

*Feminine Wipes Market Size, Trends, Analysis, and Outlook By Age Group (Female teenagers, Female adults), By D...*



- 5.1 Key Feminine Wipes Market Trends
- 5.2 Potential Feminine Wipes Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL FEMININE WIPES MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Age Group
  - Female teenagers
  - Female adults
- Distribution Channel
  - Supermarkets/Hypermarkets
  - Convenience Stores
  - Drugstores
  - Online
  - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA FEMININE WIPES MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Age Group
  - Female teenagers
  - Female adults
- Distribution Channel
  - Supermarkets/Hypermarkets
  - Convenience Stores
  - Drugstores
  - Online
  - Others
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Feminine Wipes Market Size Forecast, 2021- 2032
  - 7.3.2 Canada Feminine Wipes Market Size Forecast, 2021- 2032
  - 7.3.3 Mexico Feminine Wipes Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE FEMININE WIPES MARKET ANALYSIS AND OUTLOOK TO**

**2032****8.1 Europe Market Outlook by Segments, 2021- 2032****8.2 Age Group**

Female teenagers

Female adults

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Drugstores

Online

Others

**8.3 Europe Market Outlook by Country, 2021- 2032**

8.3.1 Germany Feminine Wipes Market Size Forecast, 2021- 2032

8.3.2 France Feminine Wipes Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Feminine Wipes Market Size Forecast, 2021- 2032

8.3.4 Spain Feminine Wipes Market Size Forecast, 2021- 2032

8.3.5 Italy Feminine Wipes Market Size Forecast, 2021- 2032

8.3.6 Russia Feminine Wipes Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Feminine Wipes Market Size Forecast, 2021- 2032

**CHAPTER 9: ASIA PACIFIC FEMININE WIPES MARKET ANALYSIS AND OUTLOOK TO 2032****9.1 Asia Pacific Market Outlook by Segments, 2021- 2032****9.2 Age Group**

Female teenagers

Female adults

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Drugstores

Online

Others

**9.3 Asia Pacific Market Outlook by Country, 2021- 2032**

9.3.1 China Feminine Wipes Market Size Forecast, 2021- 2032

9.3.2 India Feminine Wipes Market Size Forecast, 2021- 2032

9.3.3 Japan Feminine Wipes Market Size Forecast, 2021- 2032

9.3.4 South Korea Feminine Wipes Market Size Forecast, 2021- 2032

9.3.5 Australia Feminine Wipes Market Size Forecast, 2021- 2032

9.3.6 South East Asia Feminine Wipes Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Feminine Wipes Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA FEMININE WIPES MARKET ANALYSIS AND OUTLOOK TO 2032**

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Age Group

Female teenagers

Female adults

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Drugstores

Online

Others

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Feminine Wipes Market Size Forecast, 2021- 2032

10.3.2 Argentina Feminine Wipes Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Feminine Wipes Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA FEMININE WIPES MARKET ANALYSIS AND OUTLOOK TO 2032**

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Age Group

Female teenagers

Female adults

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Drugstores

Online

Others

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Feminine Wipes Market Size Forecast, 2021- 2032

11.3.2 The UAE Feminine Wipes Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Feminine Wipes Market Size Forecast, 2021- 2032

11.3.4 South Africa Feminine Wipes Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Feminine Wipes Market Size Forecast, 2021- 2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Albaad Deutschland GmbH

Be Bodywise

Corman SpA

COTTON HIGH TECH SL

Daio Paper Corp

Diva International Inc

Edgewell Personal Care Co.

Essity AB

First Quality Enterprises Inc

Hengan International Group Co. Ltd

Johnson and Johnson

Kao Corp

Kimberly Clark Corp

Maxim Hygiene Products Inc

Ontex BV

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

## List Of Figures

### LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Feminine Wipes Market Outlook by Type, 2021- 2032

Figure 6: Global Feminine Wipes Market Outlook by Application, 2021- 2032

Figure 7: Global Feminine Wipes Market Outlook by Region, 2021- 2032

Figure 8: North America Feminine Wipes Market Snapshot, Q4-2024

Figure 9: North America Feminine Wipes Market Size Forecast by Type, 2021- 2032

Figure 10: North America Feminine Wipes Market Size Forecast by Application, 2021- 2032

Figure 11: North America Feminine Wipes Market Share by Country, 2023

Figure 12: Europe Feminine Wipes Market Snapshot, Q4-2024

Figure 13: Europe Feminine Wipes Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Feminine Wipes Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Feminine Wipes Market Share by Country, 2023

Figure 16: Asia Pacific Feminine Wipes Market Snapshot, Q4-2024

Figure 17: Asia Pacific Feminine Wipes Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Feminine Wipes Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Feminine Wipes Market Share by Country, 2023

Figure 20: South America Feminine Wipes Market Snapshot, Q4-2024

Figure 21: South America Feminine Wipes Market Size Forecast by Type, 2021- 2032

Figure 22: South America Feminine Wipes Market Size Forecast by Application, 2021- 2032

Figure 23: South America Feminine Wipes Market Share by Country, 2023

Figure 24: Middle East and Africa Feminine Wipes Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Feminine Wipes Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Feminine Wipes Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Feminine Wipes Market Share by Country, 2023

Figure 28: United States Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Feminine Wipes Market Size Outlook, \$ Million, 2021- 2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

## List Of Tables

### LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Feminine Wipes Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Feminine Wipes Market Size Outlook by Segments, 2021- 2032

Table 7: Global Feminine Wipes Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Feminine Wipes Market Outlook by Type, 2021- 2032

Table 10: North America- Feminine Wipes Market Outlook by Country, 2021- 2032

Table 11: Europe - Feminine Wipes Market Outlook by Type, 2021- 2032

Table 12: Europe - Feminine Wipes Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Feminine Wipes Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Feminine Wipes Market Outlook by Country, 2021- 2032

Table 15: South America- Feminine Wipes Market Outlook by Type, 2021- 2032

Table 16: South America- Feminine Wipes Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Feminine Wipes Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Feminine Wipes Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Feminine Wipes Companies

Table 20: Product Profiles of Leading Feminine Wipes Companies

Table 21: SWOT Profiles of Leading Feminine Wipes Companies

## I would like to order

Product name: Feminine Wipes Market Size, Trends, Analysis, and Outlook By Age Group (Female teenagers, Female adults), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Drugstores, Online, Others), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/F387576412EAEN.html>

Price: US\$ 3,582.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F387576412EAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>



To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970