

# **Personal Care Wipes Market Size, Share, and Outlook, 2025 Report- By Type (Infant Facial Wipes, Baby Diaper Wipes, Cosmetic Wipes, Wet Facial Wipes, Antibacterial Wipes, Moist Towelettes, Feminine Hygiene Wipes, Flushable Wipes, Others), Packaging (Box, Pouch, Others), Material (Cotton, Wood Pulp, Non-woven, Polyester, Polypropylene, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Personal Care Wipes Market Outlook**

The global Personal Care Wipes market is expected to register a growth rate of 6.7% during the forecast period from \$14.5 Billion in 2024 to \$24.4 Billion in 2032. The Personal Care Wipes market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Personal Care Wipes segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Infant Facial Wipes, Baby Diaper Wipes, Cosmetic Wipes, Wet Facial Wipes, Antibacterial Wipes, Moist Towelettes, Feminine Hygiene Wipes, Flushable Wipes, Others), Packaging (Box, Pouch, Others), Material (Cotton, Wood Pulp, Non-woven, Polyester, Polypropylene, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores,

Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Personal Care Wipes markets.

## Personal Care Wipes Market Insights, 2025

The personal care wipes market is growing rapidly due to heightened hygiene consciousness and consumer preference for portable, easy-to-use cleansing products. Wipes for facial cleansing, baby care, feminine hygiene, and hand sanitization are increasingly integrated into daily routines. The COVID-19 pandemic further accelerated adoption, emphasizing disinfection and germ protection. Product innovation in biodegradable materials, gentle formulations for sensitive skin, and multifunctional wipes combining cleansing with moisturizing properties enhance market appeal. Expansion in retail outlets, e-commerce channels, and travel applications boosts accessibility. Brands emphasize sustainability by reducing plastic content and adopting eco-friendly packaging.

## Five Trends that will define global Personal Care Wipes market in 2025 and Beyond

A closer look at the multi-million global market for Personal Care Wipes identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Personal Care Wipes companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

## What are the biggest opportunities for growth in the Personal Care Wipes industry?

The Personal Care Wipes sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Personal Care Wipes Market Segment Insights

The Personal Care Wipes industry presents strong offers across categories. The analytical report offers forecasts of Personal Care Wipes industry performance across

segments and countries. Key segments in the industry include By Type (Infant Facial Wipes, Baby Diaper Wipes, Cosmetic Wipes, Wet Facial Wipes, Antibacterial Wipes, Moist Towelettes, Feminine Hygiene Wipes, Flushable Wipes, Others), Packaging (Box, Pouch, Others), Material (Cotton, Wood Pulp, Non-woven, Polyester, Polypropylene, Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Personal Care Wipes market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Personal Care Wipes industry ecosystem. It assists decision-makers in evaluating global Personal Care Wipes market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Personal Care Wipes industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

### Asia Pacific Personal Care Wipes Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

## The State of Europe Personal Care Wipes Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Personal Care Wipes with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Personal Care Wipes market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Personal Care Wipes market Insights Executives are most excited about opportunities for the US Personal Care Wipes industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Personal Care Wipes companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Personal Care Wipes market.

Latin American Personal Care Wipes market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Personal Care Wipes Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Personal Care Wipes markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Personal Care Wipes markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

### Competitive Landscape How Personal Care Wipes companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Rockline Industries, Inc., Diamond Wipes International, Inc., Procter and Gamble Company, Kimberly-Clark Corporation, Nice-Pak International Ltd., Meridian Industries Inc., Edgewell Personal Care Company, La Fresh Group, Inc., Unicharm Corporation, Johnson and Johnson Plc, Suominen Corporation, Medline Industries, Inc., Hangzhou Linan Poem Clean Day Co., Ltd., Body Wipe Company, DUDE Products, Inc.

### Personal Care Wipes Market Scope

#### Leading Segments

#### By Type

#### Infant Facial Wipes

#### Baby Diaper Wipes

#### Cosmetic Wipes

#### Wet Facial Wipes

Antibacterial Wipes

Moist Towelettes

Feminine Hygiene Wipes

Flushable Wipes

Others

By Packaging

Box

Pouch

Others

By Material

Cotton

Wood Pulp

Non-woven

Polyester

Polypropylene

Others

By Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Specialty Stores

Online

Others

Leading Companies

Rockline Industries, Inc.

Diamond Wipes International, Inc.

Procter and Gamble Company

Kimberly-Clark Corporation

Nice-Pak International Ltd.

Meridian Industries Inc.

Edgewell Personal Care Company

La Fresh Group, Inc.

Unicharm Corporation

Johnson and Johnson Plc

Suominen Corporation

Medline Industries, Inc.

Hangzhou Linan Poem Clean Day Co., Ltd.

Body Wipe Company

DUDE Products, Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

### Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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- Cosmetic Wipes
- Wet Facial Wipes
- Antibacterial Wipes
- Moist Towelettes
- Feminine Hygiene Wipes
- Flushable Wipes

### Others

### By Packaging

- Box
- Pouch
- Others

### By Material

- Cotton
- Wood Pulp
- Non-woven
- Polyester
- Polypropylene
- Others

### By Distribution Channel

- Supermarkets and Hypermarkets

Convenience Stores  
Specialty Stores  
Online  
Others

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Procter and Gamble Company

Kimberly-Clark Corporation

Nice-Pak International Ltd.

Meridian Industries Inc.

Edgewell Personal Care Company

La Fresh Group, Inc.

Unicharm Corporation

Johnson and Johnson Plc

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