

# **Wet Tissue and Wipe Market Size, Trends, Analysis, and Outlook By Application (Personal care, Household, Industrial commercial and institutional), By Distribution Channel (Offline, Online), by Country, Segment, and Companies, 2024-2032**

<https://marketpublishers.com/r/W42DE1ABF302EN.html>

Date: October 2024

Pages: 190

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

ID: W42DE1ABF302EN

## **Abstracts**

Global Wet Tissue and Wipe Market Size is valued at \$30.5 Billion in 2024 and is forecast to register a growth rate (CAGR) of 3.9% to reach \$41.4 Billion by 2032.

The wet tissue and wipe market is expanding due to increasing consumer demand for convenient, on-the-go hygiene solutions. The rise in health consciousness, especially post-pandemic, has led to a surge in demand for antibacterial and disinfectant wipes. Innovations in biodegradable and eco-friendly wipes are also gaining traction as consumers seek sustainable alternatives. The market is also benefiting from the growing demand for personal care and baby wipes, with convenience and portability being key factors driving adoption.

### **Wet Tissue and Wipe 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 Wet Tissue and Wipe 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 Wet Tissue and Wipe industry.

**Key market trends defining the global Wet Tissue and Wipe demand in 2025 and Beyond**

The Wet Tissue and Wipe 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.

## Wet Tissue and Wipe 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 Wet Tissue and Wipe industry

Leading Wet Tissue and Wipe 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 Wet Tissue and Wipe companies.

### Wet Tissue and Wipe 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.

## Wet Tissue and Wipe Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Wet Tissue and Wipe 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.

## Wet Tissue and Wipe 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 Wet Tissue and Wipe 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 Wet Tissue and Wipe market segments. Similarly, strong market demand encourages Canadian Wet Tissue and Wipe companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

## Europe Wet Tissue and Wipe Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Wet Tissue and Wipe industry remains the major market for companies in the European Wet Tissue and Wipe 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 Wet Tissue and Wipe 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 Wet Tissue and Wipe 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 Wet Tissue and Wipe in Asia Pacific. In particular, China, India, and South East Asian Wet Tissue and Wipe 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 Wet Tissue and Wipe 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 Wet Tissue and Wipe 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 Wet Tissue and Wipe market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Wet Tissue and Wipe.

Wet Tissue and Wipe Company Profiles

The global Wet Tissue and Wipe 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 Coterie Baby Inc, DR. Fischer Ltd, Edgewell Personal Care Co., Essity AB, GAMA Healthcare Ltd, Henkel AG & Co. KGaA, Kimberly Clark Corp, Ontex BV, Papier Creations, PDI Inc, Pigeon Corp, S.C. Johnson and Son Inc, The Clorox Co., The Procter & Gamble

Company (P&G), Unicharm Corp, Unilever PLC, Zhejiang Yiwu Mingou Biotechnology Co. Ltd.

## Recent Wet Tissue and Wipe Market Developments

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

## Wet Tissue and Wipe 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 Application

*Wet Tissue and Wipe Market Size, Trends, Analysis, and Outlook By Application (Personal care, Household, Indus...*

Personal care

Household

Industrial commercial and institutional

By Distribution Channel

Offline

Online

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Coterie Baby Inc

DR. Fischer Ltd

Edgewell Personal Care Co.

Essity AB

GAMA Healthcare Ltd

Henkel AG & Co. KGaA

Kimberly Clark Corp

Ontex BV

Papier Creations

PDI Inc

Pigeon Corp

S.C. Johnson and Son Inc

The Clorox Co.

The Procter & Gamble Company (P&G)

Unicharm Corp

Unilever PLC

Zhejiang Yiwu Mingou Biotechnology Co. Ltd

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. WET TISSUE AND WIPE MARKET OVERVIEW- 2025**

- 2.1 An Introduction to the Global Wet Tissue and Wipe Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

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

- 3.1 Wet Tissue and Wipe 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 Wet Tissue and Wipe Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Wet Tissue and Wipe Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Wet Tissue and Wipe Market Outlook to 2032

### **CHAPTER 5: WET TISSUE AND WIPE MARKET DYNAMICS**

*Wet Tissue and Wipe Market Size, Trends, Analysis, and Outlook By Application (Personal care, Household, Indus...*



- 5.1 Key Wet Tissue and Wipe Market Trends
- 5.2 Potential Wet Tissue and Wipe Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL WET TISSUE AND WIPE MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Application
  - Personal care
  - Household
  - Industrial commercial and institutional
- Distribution Channel
  - Offline
  - Online
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA WET TISSUE AND WIPE MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Application
  - Personal care
  - Household
  - Industrial commercial and institutional
- Distribution Channel
  - Offline
  - Online
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Wet Tissue and Wipe Market Size Forecast, 2021- 2032
  - 7.3.2 Canada Wet Tissue and Wipe Market Size Forecast, 2021- 2032
  - 7.3.3 Mexico Wet Tissue and Wipe Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE WET TISSUE AND WIPE MARKET ANALYSIS AND OUTLOOK TO 2032**

- 8.1 Europe Market Outlook by Segments, 2021- 2032
- 8.2 Application

Personal care

Household

Industrial commercial and institutional

Distribution Channel

Offline

Online

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Wet Tissue and Wipe Market Size Forecast, 2021- 2032

8.3.2 France Wet Tissue and Wipe Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Wet Tissue and Wipe Market Size Forecast, 2021- 2032

8.3.4 Spain Wet Tissue and Wipe Market Size Forecast, 2021- 2032

8.3.5 Italy Wet Tissue and Wipe Market Size Forecast, 2021- 2032

8.3.6 Russia Wet Tissue and Wipe Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Wet Tissue and Wipe Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC WET TISSUE AND WIPE MARKET ANALYSIS AND OUTLOOK TO 2032**

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Application

Personal care

Household

Industrial commercial and institutional

Distribution Channel

Offline

Online

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Wet Tissue and Wipe Market Size Forecast, 2021- 2032

9.3.2 India Wet Tissue and Wipe Market Size Forecast, 2021- 2032

9.3.3 Japan Wet Tissue and Wipe Market Size Forecast, 2021- 2032

9.3.4 South Korea Wet Tissue and Wipe Market Size Forecast, 2021- 2032

9.3.5 Australia Wet Tissue and Wipe Market Size Forecast, 2021- 2032

9.3.6 South East Asia Wet Tissue and Wipe Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Wet Tissue and Wipe Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA WET TISSUE AND WIPE MARKET ANALYSIS AND OUTLOOK TO 2032**

10.1 South America Market Outlook by Segments, 2021- 2032

## 10.2 Application

Personal care

Household

Industrial commercial and institutional

Distribution Channel

Offline

Online

## 10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Wet Tissue and Wipe Market Size Forecast, 2021- 2032

10.3.2 Argentina Wet Tissue and Wipe Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Wet Tissue and Wipe Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA WET TISSUE AND WIPE MARKET ANALYSIS AND OUTLOOK TO 2032**

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

#### 11.2 Application

Personal care

Household

Industrial commercial and institutional

Distribution Channel

Offline

Online

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

11.3.1 Saudi Arabia Wet Tissue and Wipe Market Size Forecast, 2021- 2032

11.3.2 The UAE Wet Tissue and Wipe Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Wet Tissue and Wipe Market Size Forecast, 2021- 2032

11.3.4 South Africa Wet Tissue and Wipe Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Wet Tissue and Wipe 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 Coterie Baby Inc

DR. Fischer Ltd

Edgewell Personal Care Co.

Essity AB

GAMA Healthcare Ltd

Henkel AG & Co. KGaA  
Kimberly Clark Corp  
Ontex BV  
Papier Creations  
PDI Inc  
Pigeon Corp  
S.C. Johnson and Son Inc  
The Clorox Co.  
The Procter & Gamble Company (P&G)  
Unicharm Corp  
Unilever PLC  
Zhejiang Yiwu Mingou Biotechnology Co. Ltd

## **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 Wet Tissue and Wipe Market Outlook by Type, 2021- 2032

Figure 6: Global Wet Tissue and Wipe Market Outlook by Application, 2021- 2032

Figure 7: Global Wet Tissue and Wipe Market Outlook by Region, 2021- 2032

Figure 8: North America Wet Tissue and Wipe Market Snapshot, Q4-2024

Figure 9: North America Wet Tissue and Wipe Market Size Forecast by Type, 2021- 2032

Figure 10: North America Wet Tissue and Wipe Market Size Forecast by Application, 2021- 2032

Figure 11: North America Wet Tissue and Wipe Market Share by Country, 2023

Figure 12: Europe Wet Tissue and Wipe Market Snapshot, Q4-2024

Figure 13: Europe Wet Tissue and Wipe Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Wet Tissue and Wipe Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Wet Tissue and Wipe Market Share by Country, 2023

Figure 16: Asia Pacific Wet Tissue and Wipe Market Snapshot, Q4-2024

Figure 17: Asia Pacific Wet Tissue and Wipe Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Wet Tissue and Wipe Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Wet Tissue and Wipe Market Share by Country, 2023

Figure 20: South America Wet Tissue and Wipe Market Snapshot, Q4-2024

Figure 21: South America Wet Tissue and Wipe Market Size Forecast by Type, 2021- 2032

Figure 22: South America Wet Tissue and Wipe Market Size Forecast by Application, 2021- 2032

Figure 23: South America Wet Tissue and Wipe Market Share by Country, 2023

Figure 24: Middle East and Africa Wet Tissue and Wipe Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Wet Tissue and Wipe Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Wet Tissue and Wipe Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Wet Tissue and Wipe Market Share by Country, 2023

Figure 28: United States Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021-2032

Figure 29: Canada Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021-2032

Figure 34: Spain Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021-2032

Figure 38: China Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021-2032

Figure 42: Australia Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021-2032

Figure 44: Rest of APAC Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021-2032

Figure 45: Brazil Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021-2032

Figure 48: Saudi Arabia Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021-2032

Figure 49: UAE Wet Tissue and Wipe Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Wet Tissue and Wipe 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 Wet Tissue and Wipe 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 Wet Tissue and Wipe Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Wet Tissue and Wipe Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Wet Tissue and Wipe Market Outlook by Type, 2021- 2032
- Table 10: North America- Wet Tissue and Wipe Market Outlook by Country, 2021- 2032
- Table 11: Europe - Wet Tissue and Wipe Market Outlook by Type, 2021- 2032
- Table 12: Europe - Wet Tissue and Wipe Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Wet Tissue and Wipe Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Wet Tissue and Wipe Market Outlook by Country, 2021- 2032
- Table 15: South America- Wet Tissue and Wipe Market Outlook by Type, 2021- 2032
- Table 16: South America- Wet Tissue and Wipe Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Wet Tissue and Wipe Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Wet Tissue and Wipe Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Wet Tissue and Wipe Companies
- Table 20: Product Profiles of Leading Wet Tissue and Wipe Companies
- Table 21: SWOT Profiles of Leading Wet Tissue and Wipe Companies



## I would like to order

Product name: Wet Tissue and Wipe Market Size, Trends, Analysis, and Outlook By Application (Personal care, Household, Industrial commercial and institutional), By Distribution Channel (Offline, Online), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/W42DE1ABF302EN.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/W42DE1ABF302EN.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