

Wipes Market Size, Trends, Analysis, and Outlook By Product (Personal Care Wipes, Household Wipes, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online Retail, Others), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Wipes Market Size is valued at \$21.6 Billion in 2024 and is forecast to register a growth rate (CAGR) of 5.7% to reach \$33.7 Billion by 2032.

The wipes market is expanding due to the growing demand for convenient hygiene and cleaning solutions across personal care, baby care, and household cleaning segments. Post-pandemic hygiene awareness has significantly increased the demand for disinfecting and antibacterial wipes. Additionally, innovations in biodegradable and flushable wipes are addressing environmental concerns, driving growth in the eco-friendly segment. The rise of e-commerce and subscription-based services has also contributed to the market's accessibility and growth.

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 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 Wipes industry.

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

The 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.

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 Wipes industry

Leading 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 Wipes companies.

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.

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

The 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.

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

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

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

Wipes Company Profiles

The global 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 Diamond Wipes International Inc, DUDE Products Inc, Johnson & Johnson Inc, Kimberly Clark Corp, La Fresh Group Inc, Meridian Industries Inc, Nice-Pak International Ltd, Rockline Industries Inc, Suominen Corp, The Procter & Gamble Company (P&G), Unicharm International, Unilever Plc.

Recent Wipes Market Developments

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

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:

Product

Personal Care Wipes

-Baby Wipes

-Facial Wipes

-Hand & Body Wipes

-Personal Hygiene Wipes

Household Wipes

Others

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Online Retail

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Diamond Wipes International Inc

DUDE Products Inc

Johnson & Johnson Inc

Kimberly Clark Corp

La Fresh Group Inc

Meridian Industries Inc

Nice-Pak International Ltd

Rockline Industries Inc

Suominen Corp

The Procter & Gamble Company (P&G)

Unicharm International

Unilever Plc

Formats Available: Excel, PDF, and PPT

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Unicharm International
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