

SAMPLE REPORT

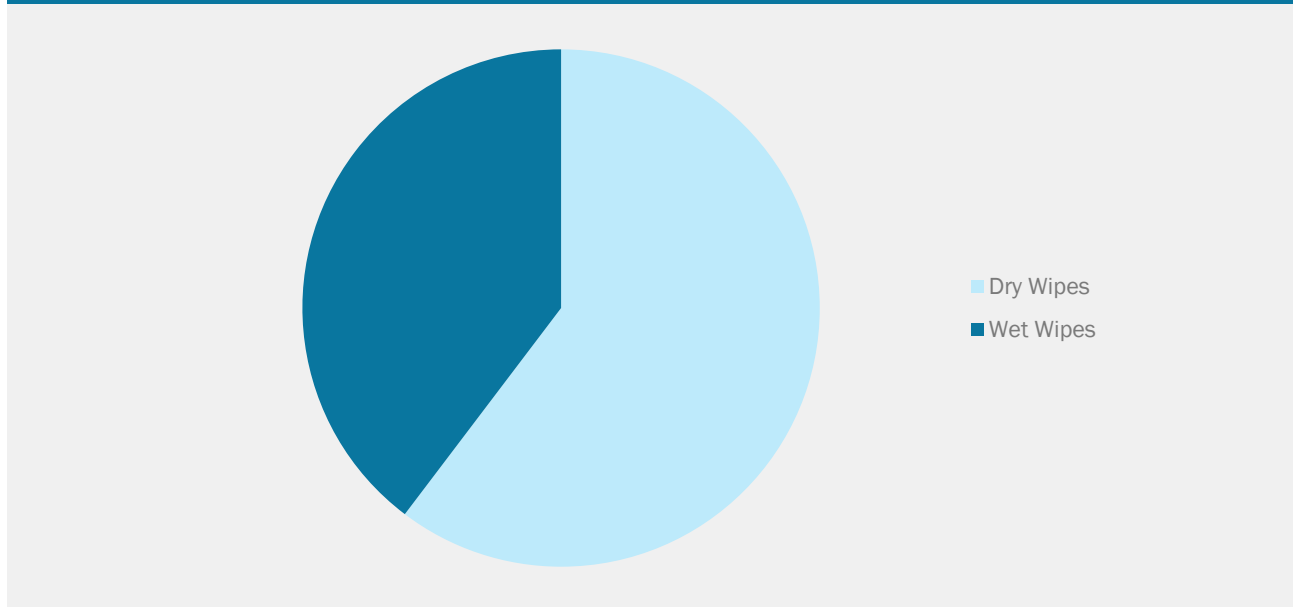
BABY WIPES MARKET

Baby Wipes Market Snapshot

The global baby wipes market size was valued at USD xx billion in 2019 and will grow at a CAGR of xx% from 2020 to 2027. Millennial parents are increasingly concerned about the baby's sensitive skin, especially the diaper area. Therefore, to avoid rashes, they prefer using baby wipes because of its associated benefits, including improved absorbent fabrics, that help in cleaning and reducing bacteria and risk of infection as well as skin irritation.

Rising consumer expenditure on baby care products coupled with increase in per capita income of the women workforce are the key aspects propelling industry growth around the globe. In 2018, the National Retail Federation, U.S. reported that 69% of parents earn more than the national median income of USD 59,000 a year and 80% of millennials with children are in their 30s and favor spending on quality baby products. These factors are expected to have a positive impact on the industry over the next few years.

Global Baby Wipes Market Revenue, By Product, 2019, (%)



Millennial parents have been trying to gain extensive knowledge pertaining to sustainable, organic, sustainable, as well as natural wipes; hence manufacturers are compelled to develop products suiting the need of customers. In addition, numerous manufacturers across the globe have been taking consumer preferences into consideration and are using them as an opportunity to start developing innovative biodegradable, eco-friendly, and sustainable products as per government regulations.

For instance, BumBoosa Bamboo Baby Wipes are a USDA (United States Department of Agriculture) certified bio based product. The USDA defines bio based products as those whose main ingredients are derived from renewable plant, animal, marine, or forestry materials. The company launched bits bamboo wipes for babies with botanical ingredients, keeping in mind the shifting preference among consumers towards sustainable as well as organic products.

Table 1 Global baby wipes market estimates & forecasts, 2016 – 2027, (USD Million)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	CAGR (2020-27)
Revenue (USD Million)	xx	xx	xx	4,559.5	xx	xx	xx	xx	xx	xx	xx	xx	xx

Changing consumer’s preference towards biodegradable as well as eco-friendly baby wipes, which are alcohol-free, do not contain synthetic fragrances, artificial colors, or harsh chemicals, have been encouraging companies around the globe to manufacture products with more natural ingredients. For instance, The ‘Earth-friendly Baby’ company manufactures eco-friendly aloe vera baby wipes, which are popular among green consumers and reviewed as super soothing and gentle for newborn babies on account of the use of ingredients, such as chamomile, aloe vera, and calendula extracts, which keep the skin nourished and healthy.

Over the past few years, this industry has been witnessing a major rise in investment to boost product manufacturing capacities across the globe. For example, in May 2019, Kimberly-Clark, a U.S.-based personal care company, invested in its manufacturing facility in Tuas, Singapore with over USD 25 Million, to double export volume and value capacity by the end of 2022. The company used its funds to provide value addition to its Huggies baby wipes range of products as well as expand its production capacity to nearly five million by the mid of 2019 by incorporating enhancements, including deploying automatic guided vehicles as well as new and advanced warehouse management systems.

Table 2 Global baby wipes market estimates and forecasts, by product, 2016–2027, (USD Million)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	CAGR (2020-27)
Dry Wipes	2,435.7	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
Wet Wipes	xx	1,646.6	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
Total	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx

Source: Internal & External Databases

The dry wipes segment led the market and accounted for over 60.0% share of the global revenue in 2019. Multipurpose use of the dry wipes, such as at the time of body cleaning, feeding, as well as diaper change is expected to boost product demand over the forecast period. Moreover, these products can be used as paper towels, toilet paper, and tissues, which makes dry wipe a versatile product.

Manufacturers are opting for the manufacturing of eco-friendly wherein in 2019; Baby Works launched biodegradable viscose dry baby wipes, which are dry and free of all chemicals, made from 100% viscose, and act as moisture absorbent so they can be used on sensitive skin as well as around eyes.

Table 3 Global baby wipes market estimates and forecasts, by distribution channel, 2016–2027, (USD Million)

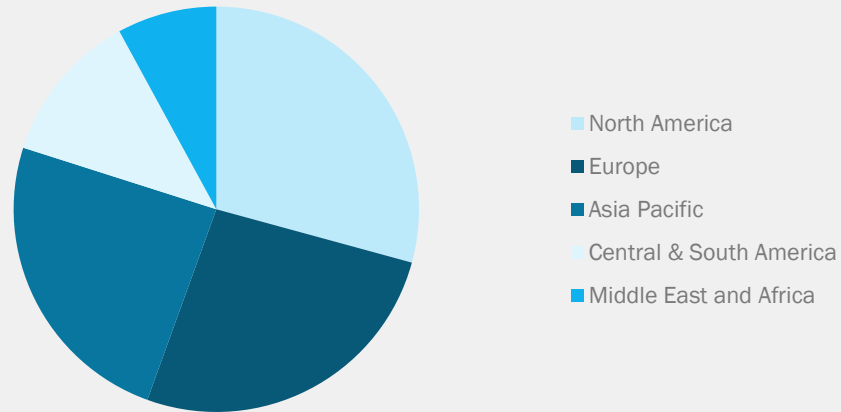
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	CAGR (2020-27)
Hypermarkets & Supermarkets	1,804.8	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
Pharmacies & Drug Stores	xx	858.0	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
E-commerce	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
Others	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
Total	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx

Source: Internal & External Databases

Hypermarkets & supermarkets dominated the market and accounted for over 45.0% share of the global revenue in 2019. Hypermarkets and supermarkets dedicate the whole area to the advertising of their numerous baby care products. According to TABS analytics baby product report, it is estimated that parents of young children represent 42% of the buyers, but account for 80% of the sales volume and buying of these products is majorly done from supermarkets, drug stores, and pharmacies, where they are notified and assured of buying a suitable product. In-store promotions, such as product display and sample giveaways, are done by brands to convert potential customers.

1.1 Graphical Representation

Baby Wipes Market Revenue Share, by Region, 2019 (%)



Multinational companies including Procter & Gamble and Kimberley-Clark Corporation constitute the largest share of the baby wipes market and have been manufacturing products that are most preferred by millennials. They are engaged in the production of a variety of products and make them easily available through various distribution channels and monthly maternity kit subscriptions at an affordable rate with doorstep delivery. According to yahoo finance, in the year 2017, the United States, which according to research is the largest market for baby diapers, reported that Procter & Gamble had over 44% market share, followed by Kimberly Clark with a market share of over 35% market share.

Baby Wipes Market Revenue, 2016 - 2027, (USD Million)

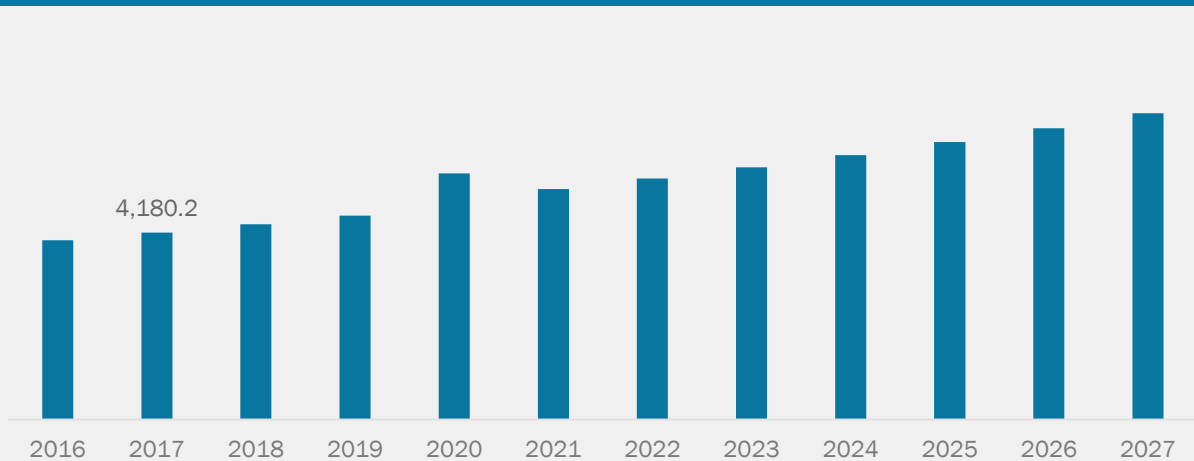


Table of Contents – Baby Wipes Market

Chapter 1. Methodology and Scope

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research

Chapter 2. Executive Summary

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

Chapter 3. Baby Wipes Market Variables, Trends & Scope

- 3.1. Market Introduction
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Industry Challenges
 - 3.3.4. Industry Opportunities
- 3.4. Business Environment Analysis
 - 3.4.1. Industry Analysis – Porter’s
 - 3.4.1.1. Supplier Power
 - 3.4.1.2. Buyer Power
 - 3.4.1.3. Substitution Threat
 - 3.4.1.4. Threat from New Entrant
 - 3.4.1.5. Competitive Rivalry
- 3.5. Market Entry Strategies
- 3.6. Impact of COVID-19 on the Global Baby Wipes Market

Chapter 4. Consumer Behavior Analysis

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Consumer Buying Decision

Chapter 5. Baby Wipes Market: Product Estimates & Trend Analysis

- 5.1. Dry Wipes
 - 5.1.1. Market estimates and forecast, 2016 - 2027, (USD Million)

5.2. Wet Wipes

5.2.1. Market estimates and forecast, 2016 - 2027, (USD Million)

Chapter 6. Baby Wipes Market: Distribution Channel Estimates & Trend Analysis

6.1. Hypermarkets & Supermarkets

6.1.1. Market estimates and forecast, 2016 - 2027, (USD Million)

6.2. Pharmacies & Drug Stores

6.2.1. Market estimates and forecast, 2016 - 2027, (USD Million)

6.3. E-commerce

6.3.1. Market estimates and forecast, 2016 - 2027, (USD Million)

6.4. Others

6.4.1. Market estimates and forecast, 2016 - 2027, (USD Million)

Chapter 7. Baby Wipes Market: Regional Estimates & Trend Analysis

7.1. Regional Movement Analysis & Market Share, 2019 & 2027

7.2. North America

7.2.1. Market estimates and forecast, 2016 - 2027, (USD Million)

7.2.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)

7.2.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)

7.2.4. U.S.

7.2.4.1. Market estimates and forecast, 2016 - 2027, (USD Million)

7.2.4.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)

7.2.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)

7.3. Europe

7.3.1. Market estimates and forecast, 2016 - 2027, (USD Million)

7.3.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)

7.3.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)

7.3.4. Germany

7.3.4.1. Market estimates and forecast, 2016 - 2027, (USD Million)

7.3.4.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)

7.3.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)

7.3.5. U.K.

7.3.5.1. Market estimates and forecast, 2016 - 2027, (USD Million)

7.3.5.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)

7.3.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)

7.4. Asia Pacific

7.4.1. Market estimates and forecast, 2016 - 2027, (USD Million)

7.4.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)

7.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)

7.4.4. China

- 7.4.4.1. Market estimates and forecast, 2016 - 2027, (USD Million)
- 7.4.4.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)
- 7.4.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)
- 7.4.5. India
 - 7.4.5.1. Market estimates and forecast, 2016 - 2027, (USD Million)
 - 7.4.5.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)
 - 7.4.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)
- 7.5. Central & South America
 - 7.5.1. Market estimates and forecast, 2016 - 2027, (USD Million)
 - 7.5.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)
 - 7.5.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)
 - 7.5.4. Brazil
 - 7.5.4.1. Market estimates and forecast, 2016 - 2027, (USD Million)
 - 7.5.4.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)
 - 7.5.4.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)
- 7.6. Middle East & Africa
 - 7.6.1. Market estimates and forecast, 2016 - 2027, (USD Million)
 - 7.6.2. Market estimates and forecast, by product, 2016 - 2027, (USD Million)
 - 7.6.3. Market estimates and forecast, by distribution channel, 2016 - 2027, (USD Million)
- Chapter 8. Competitive Analysis**
 - 8.1. Key global players
 - 8.2. Recent developments & their impact on the industry
- Chapter 9. Company market share analysis, 2021 Company Profiles**
 - 9.1. The Himalaya Drug Company
 - 9.1.1. Company Overview
 - 9.1.2. Financial Performance
 - 9.1.3. Product Benchmarking
 - 9.1.4. Strategic Initiatives
 - 9.2. Cotton Babies, Inc.
 - 9.2.1. Company Overview
 - 9.2.2. Financial Performance
 - 9.2.3. Product Benchmarking
 - 9.2.4. Strategic Initiatives
 - 9.3. Johnson & Johnson
 - 9.3.1. Company Overview
 - 9.3.2. Financial Performance
 - 9.3.3. Product Benchmarking
 - 9.3.4. Strategic Initiatives

- 9.4. Pigeon Corporation
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. Hengan International Group Company Ltd.
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. Babisil Products Ltd.
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Product Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. Farlin Corporation
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. Unicharm Corporation
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Product Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Kimberly-Clark Corporation
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Product Benchmarking
 - 9.9.4. Strategic Initiatives
- 9.10. Procter & Gamble Co.
 - 9.10.1. Company Overview
 - 9.10.2. Financial Performance
 - 9.10.3. Product Benchmarking
 - 9.10.4. Strategic Initiatives

1.2 Research Scope

- **North America** includes the U.S., Canada and Mexico

- **Europe** consists of EU-28, Central & Eastern Europe along with CIS (Commonwealth of Independent States)
- **Turkey** is considered as a part of **Europe**
- **Asia Pacific** includes South Asia, East Asia, Southeast Asia and Oceania (Australia & New Zealand)
- **Central & South America** includes Central American countries and the South American continent
- **Middle East & Africa** includes Western Asia (as assigned by UN Statistics Division) and the African continent