

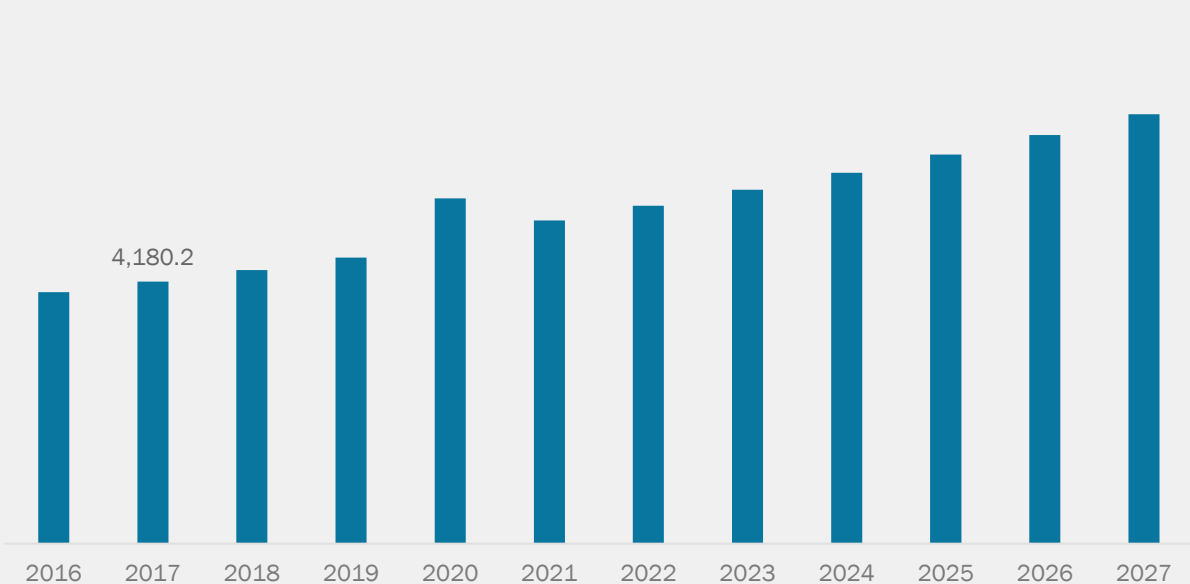
Baby Wipes Market

Global baby wipes industry size was valued at over USD 4.8 billion in 2022 and will grow at a CAGR of over 5.0% from 2023 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 on account of its associated benefits, including improved absorbent fabrics, that help in cleaning and reducing bacteria and reduce 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 the millennial population with children are in their 30's and favor spending on quality baby products. These factors are expected to have a positive impact on the industry over the next few years.

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, some of the manufacturers are considering consumer preferences as an opportunity and have started developing innovative sustainable, biodegradable, as well as eco-friendly, and sustainable products, influenced by government regulations.

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



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.

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.

Numerous leading players such as Kimberly-Clark Corporation and Procter & Gamble Co. with the largest market share have been targeting millennial parents with their wide product range and easy availability of baby wipes through various convenient services, including 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.

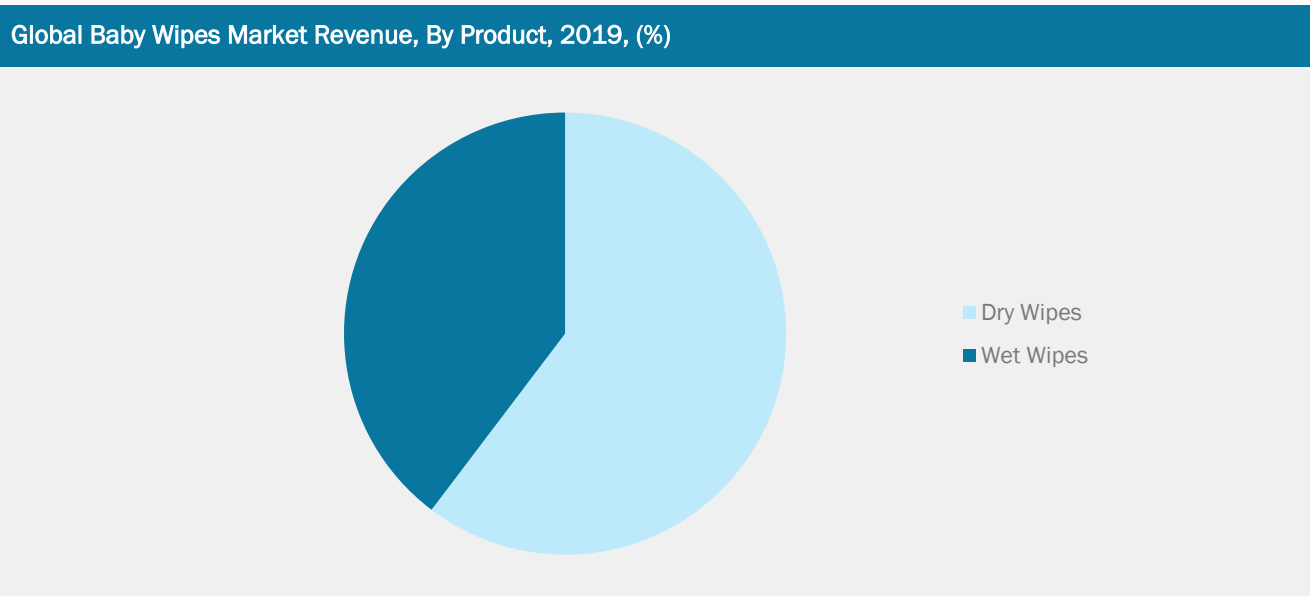


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1.1 Research Scope

- **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