

Personal Care Wipes Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Personal Care, Hygiene & Baby Care (Consumer Goods & Services)

> ****Source:**** <https://www.mordorintelligence.com/industry-reports/personal-care-wipes-market>

> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
:---	:---
Base Market Size	USD 15.85 billion
Projected Forecast (2031)	USD 15.85 billion
Growth Rate (CAGR)	4.92 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Personal Care Wipes industry](images/chart_2.png)

![Personal Care Wipes Market Size](images/chart_3.png)

![Personal Care Wipes Market Share by Product Type, 2025](images/chart_4.png)

![Personal Care Wipes Market Share by Distribution Channel, 2025](images/chart_5.png)

![Personal Care Wipes Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Personal Care Wipes Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |

Market Size (2026) | USD 15.85 Billion |

Market Size (2031) | USD 20.15 Billion |

Growth Rate (2026 - 2031) | 4.92 % |

Fastest Growing Market | Asia Pacific |

Largest Market | North America |

Market Concentration | Medium |

Major Players*Disclaimer: Major Players sorted in no particular order

I

Market Overview

Personal Care Wipes Market Analysis by Mordor Intelligence The personal care wipe s market size is projected to expand from USD 14.89 billion in 2025 and USD 15.8 5 billion in 2026 to USD 20.15 billion by 2031, registering a CAGR of 4.92% betw een 2026 and 2031. Sustained consumer preference for quick, single-use hygiene f ormats, new regulatory scrutiny over ingredient safety, and accelerating substra te innovation together reinforce the structural momentum behind the personal car e wipes market. The U.S. Modernization of Cosmetics Regulation Act now requires facility registration and adverse-event reporting, lifting compliance costs yet raising consumer trust in product safety. Europe's ban on plastic-containing wet wipes has shifted procurement toward cellulose, lyocell, and PLA, prompting glo bal supply-chain redesigns. Strengthening flushability labeling standards in Nor th America and a pronounced premiumization trend in the Asia-Pacific further dif ferentiate growth pockets inside the personal care wipes market. Finally, direct -to-consumer subscription models help brands bypass shelf-space constraints and gather high-frequency preference data, reinforcing pricing power despite raw-mat erial volatility.

Key Report Takeaways* By product type, baby wipes led with 53.48% of the persona l care wipes market share in 2025, while cosmetic wipes are forecast to advance at a 6.23% CAGR through 2031.

* By ingredient, natural and organic variants captured 34.51% of 2025 volume and are progressing at a 6.68% CAGR to 2031.

* By distribution channel, online retail accounted for the fastest growth, expan ding at a 7.05% CAGR between 2026 and 2031 and narrowing the gap with supermarke ts that dominated in value terms.

* By geography, North America generated 40.28% revenue in 2025; Asia-Pacific rep resents the quickest expansion, rising at 6.88% annually through 2031.

Key Market Trends

Market Trends and Insights Drivers Impact Analysis of Personal Care Wipes Market* Drivers | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline

Heightened Health And Hygiene Awareness | +1.2% | Global, with peaks in North Am erica and Asia-Pacific urban centers | Medium term (2-4 years) |

Rising Demand For Natural, Organic, And Clean Hygiene Products | +1.0% | North A merica and Europe core, expanding to urban Asia-Pacific | Long term (≥ 4 years) |

Growing Popularity Of Sustainable And Biodegradable Wipes | +0.8% | Europe leade rship, North America adoption, Asia-Pacific emerging | Long term (≥ 4 years) |

Product Innovation In Functionality And Fragrance | +0.7% | Global, with R&D con centrated in Japan, South Korea, and United States | Medium term (2-4 years) |

Urbanization Driving Demand For Quick Solutions | +0.9% | Asia-Pacific core, spi ll-over to Middle East and Africa | Long term (≥ 4 years) |

Growth In E-Commerce Accessibility | +0.6% | Global, accelerated in North Americ a, Europe, and China | Short term (≤ 2 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

In 2025, Procter & Gamble, Kimberly-Clark, and Kenvue collectively accounted for approximately 45% of global sales in the personal care wipes market, signifying moderate consolidation. Their market dominance is attributed to their economies

of scale in non-woven material procurement and well-established relationships with major retailers. In January 2026, Kimberly-Clark and Kenvue obtained regulatory approval for a planned merger, which is anticipated to be finalized later this year. This merger aims to integrate their baby-care and adult-incontinence product portfolios, thereby strengthening their negotiating power for raw materials and enhancing their competitive positioning.

Smaller, niche players such as WaterWipes and The Honest Company capitalize on their use of ultra-pure ingredients and direct-to-consumer strategies, enabling them to charge premium prices that are 30-40% higher than standard offerings. WaterWipes, supported by a capital infusion from 3i Group, is expanding its production capacity and entering new regional markets to solidify its leadership in the ultra-clean product segment. The competitive landscape is further shaped by patent activity, with Procter & Gamble focusing on microbiome-supporting wipes to enhance functionality branding, while Kimberly-Clark's patents on fiber dispersion technology could potentially unlock opportunities in the controversial flushable-wipe segment. Sustainability initiatives are also driving competition, as Essity has committed to using 100% renewable or recycled materials by 2030, putting pressure on other market players to accelerate their efforts in reducing carbon footprints and meeting environmental goals.

Digital commerce capabilities are increasingly becoming a key differentiator between market leaders and followers. Brands experimenting with smart-shelf sensors in convenience stores across Asia have reported a 10-15% reduction in out-of-stock situations, improving on-shelf availability without significantly increasing working capital requirements. Furthermore, subscription-based commerce models not only help reduce customer churn but also generate extensive data insights. These insights enable brands to enhance forecast accuracy and implement agile micro-segmentation strategies, thereby driving growth and efficiency within the personal care wipes market.

Personal Care Wipes Industry Leaders* The Procter & Gamble Company

- * Kimberly-Clark Corporation
- * Kenvue Inc.
- * Essity Hygiene and Health AB
- * Unilever PLC

* *Disclaimer: Major Players sorted in no particular order
Image © Mordor Intelligence. Reuse requires attribution under CC BY 4.0.

Scope Methodology P Space

For this study, the market covers disposable personal care wipes used for everyday hygiene and cleansing across regular consumer retail channels. The sizing is done in value terms, and it includes common wipe formats sold for baby care, facial use, hand and body use, and intimate hygiene.

Scope exclusions: We exclude durable cloths, reusable cleansing pads, paper tissues, household and industrial surface wipes, and medical disinfecting wipes sold mainly for clinical infection control.

Segmentation Container

- * By Product Type* Baby Wipes
- * Cosmetic Wipes
- * Moist Toilet Wipes
- * General Purpose Wipes
- * Intimate Wipes

- * By Ingredient* Conventional
- * Natural/Organic
- * By Distribution Channel* Supermarkets/Hypermarkets
- * Convenience/Grocery Stores
- * Online Retail Stores
- * Other Distribution Channels
- * By Geography* North America* United States
- * Canada
- * Mexico
- * Rest of North America
- * Europe* Germany
- * France
- * United Kingdom
- * Spain
- * Netherlands
- * Italy
- * Sweden
- * Norway
- * Rest of Europe
- * Asia-Pacific* China
- * India
- * Japan
- * Australia
- * South Korea
- * Vietnam
- * Indonesia
- * Rest of Asia-Pacific
- * South America* Brazil
- * Argentina
- * Chile
- * Peru
- * Colombia
- * Rest of South America
- * Middle East and Africa* United Arab Emirates
- * Saudi Arabia
- * South Africa
- * Nigeria
- * Rest of Middle East and Africa

Frequently Asked Questions

What is the forecast revenue for the personal care wipes market by 2031?

The personal care wipes market is projected to reach USD 20.15 billion by 2031, growing at a 4.92% CAGR during 2026-2031.

Which segment holds the largest personal care wipes market share today?

Baby wipes commanded 53.48% value share in 2025, maintaining the dominant position.

Which region is growing fastest in personal care wipes consumption?

Asia-Pacific is expanding at a 6.88% CAGR through 2031, driven by urbanization and rising middle-class incomes.

How quickly are online channels expanding for wipes sales?

Online retail is advancing at a 7.05% CAGR between 2026-2031, outpacing all other channels.