



Wipes in the US

March 2025

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Wipes in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moist toilet wipes posts healthy growth, while baby wipes sees demand soften, and general purpose wipes rebounds to growth
Convenience and multifunctionality influence the development of personal care wipes, but price sensitivity determines choices
Sustainability drives further innovations and fosters healthy competition

PROSPECTS AND OPPORTUNITIES

Legislation regarding flushability, labelling, and ingredient transparency will continue to pose challenges and necessitate further innovation
Skin health and wellness to become a key driver of innovation
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DISCLAIMER

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