



Wipes in India

May 2026

Table of Contents

Wipes in India - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dynamic Value Growth, with Premiumisation Emerging as a Notable Trend

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Dynamic Value Growth, with Premiumisation Emerging as a Notable Trend

Chart 2 - Panacea Biotec Enters Baby Wipes with Premium NikoMom range in India

Popees Drives Shift to Bamboo-Based Biodegradable Baby Wipes

Chart 3 - Popees Launches Bamboo-Based Biodegradable Baby Wipes in India

Beco and Online Brands Accelerate Wellness and Safety Focus

Chart 4 - Beco Strengthens Clean, Toxin-Free Positioning with Plant-Based Baby Wipes in India

Chart 5 - Value Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Continued Growth as Parents Look for Convenience When Changing Their Children's Nappies

Multipurpose Innovation to Accelerate Premiumisation among Urban Millennials

Chart 7 - Analyst Insight for Wipes

Regional Adaptation Expected to Boost Adoption beyond Urban Centres

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leaders Lose Share as Local Players Strengthen Price-Driven Competition

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Quick Commerce Platforms Reshape Purchase Occasions for Wipes

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Wipes

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Wipes

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in India - Industry Overview

EXECUTIVE SUMMARY

Affordability Is Boosted by Gst?Rationalisation, Driving Growth

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Affordability Is Boosted by Gst?Rationalisation, Driving Growth

Chart 21 - GST Rationalisation Strengthens Affordability Across Hygiene Essentials

Clean Wellness Becomes a Core Requirement in Certain Categories

Chart 22 - Romsons Group Expands Hygiene Range with Poochie Play Pants Nappies/Diapers/Pants

Major Players Operationalise Sustainability for Epr Compliance

Chart 23 - Whisper, Stayfree and Pampers Scale Recyclable Packaging to Meet India's 2025 EPR Rules

Chart 24 - Value Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Dynamic Growth as the Consumer Base Expands, Disposable Incomes Rise, and Convenience Is Valued

Chart 26 - Analyst Insight for Tissue and Hygiene

Away-From-Home Sales Expected to Rise as Institutional Adoption Increases

Brands Accelerate Circularity to Comply with New Waste Regulations

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Unicharm Sustain Leadership Despite the Intensifying Competition

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Offline Channels Anchor Everyday Sales in Tissue and Hygiene

Transformation in Distribution as Retail E-Commerce Maintains Its Dynamic Rise

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Tissue and Hygiene

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Tissue and Hygiene

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wipes-in-india/report.