



Wipes in Australia

April 2026

Table of Contents

Wipes in Australia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Affordability Becomes Central as Wipes Shift From Convenience-Led Purchases to Everyday Essentials

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Affordability Becomes Central as Wipes Shift From Convenience-Led Purchases to Everyday Essentials

Sustainability Continues to Be Key Driver in Wipes Innovation

Chart 2 - Kine's Plastic-Free Flushable Wipes

Direct-To-Consumer and E-Commerce Initiatives Build Loyalty

Chart 3 - Comfy Koalas Eco-Wipes

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Invest in Gaining Consumer Trust to Secure Long-Term Loyalty

Digital Visibility to Fuel Competition with Omnichannel Strategies

Sustainability to Remain a Household Priority

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Incumbents Defend Lead as Eco-Challengers Gain Ground

Emerging Companies Marquise Baby and Hygiene Co Grow with Product Innovation

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarket Secures Loyalty with Price-Locks and Private Label

Hygiene Co Leverages Bunnings Partnership to Expand Sustainable Wipes

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Wipes

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Wipes

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Australia - Industry Overview

EXECUTIVE SUMMARY

Affordability Significantly Influences Tissues and Hygiene Performance

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Affordability Significantly Influences Tissues and Hygiene Performance

Chart 19 - Woolworth's Affordability Expansion

Sustainability Shifts From a Rising Trend to a Government Requirement Amid Eco-Regulations

Chart 20 - Essity Debuts Geothermal-Powered Tissue Production

Digital-First Hygiene Supported by the Mainstream Adoption of E-Commerce

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Convenience, Consistency and an Ageing Population Set to Boost Incontinence Sales

Automated Replenishment and Operational Transparency to Drive Loyalty

Trust and Authenticity to Influence Thoughtful Spending Habits

Chart 23 - Analyst Insight for Tissue and Hygiene

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kimberly-Clark Pty Ltd Defends Lead as Challengers Gain through Digital and Sustainability

Emerging Brands Cleanlife and Kine Australia Grow Awareness through Innovation

Femlibre's Free Menstrual Care Model Reshapes Expectations

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Everyday Essentials Drive Grocery Retailer Dominance

Emerging Brands and Collaborations Set New Standard, Impacting Purchasing Decisions

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Menstrual Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Menstrual Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-australia/report.