



Wipes in the US

February 2024

Table of Contents

Wipes in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cleaning efficacy, health and convenience influence development of personal care wipes
Moist toilet wipes and baby wipes posted healthy growth, while disinfecting and sanitising wipes witnessed moderate growth
Private labels market share increased across personal care wipes

PROSPECTS AND OPPORTUNITIES

Sustainability to wield greater influence on future sales and competition
Legislation regarding flushability, labelling and ingredient transparency will continue to pose challenges and necessitate further innovation.
Skin microbiome to become key driver of innovation

CATEGORY DATA

- Table 1 - Retail Sales of Wipes by Category: Value 2018-2023
- Table 2 - Retail Sales of Wipes by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Retail Wipes: % Value 2019-2023
- Table 4 - LBN Brand Shares of Retail Wipes: % Value 2020-2023
- Table 5 - Forecast Retail Sales of Wipes by Category: Value 2023-2028
- Table 6 - Forecast Retail Sales of Wipes by Category: % Value Growth 2023-2028

Tissue and Hygiene in the US - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 - Birth Rates 2018-2023
- Table 8 - Infant Population 2018-2023
- Table 9 - Female Population by Age 2018-2023
- Table 10 - Total Population by Age 2018-2023
- Table 11 - Households 2018-2023
- Table 12 - Forecast Infant Population 2023-2028
- Table 13 - Forecast Female Population by Age 2023-2028
- Table 14 - Forecast Total Population by Age 2023-2028
- Table 15 - Forecast Households 2023-2028

MARKET DATA

- Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
- Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
- Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
- Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
- Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
- Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
- Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
- Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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-the-us/report.