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US Collection

# Wipes: United States

June 2017



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# About This Report

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## Scope & Method

This report forecasts US wipes demand in US dollars at the manufacturers' level to 2021. Total demand is segmented by product in terms of:

- wet wipes
- dry wipes.

For the purpose of this report, “wipe” is defined as a paper or nonwoven substrate that is soaked or otherwise infused with water or chemical additives (wet or dry) for the purpose of cleaning, disinfecting, sanitizing, chemical delivery, and other functions that are carried out on surfaces such as skin, countertops and floors, tools and parts, and countless others. Most wipes are single-use products. However, this report also covers reusable products that can be laundered and reused for a short period of time.

Consumer wipes demand is segmented by market as follows:

- baby wipes
- personal care other than baby wipes
- household care and other consumer markets.

Industrial and institutional wipes demand is segmented by market as follows:

- manufacturing
- healthcare
- commercial and other industrial and institutional markets.

To illustrate historical trends, total demand is provided in an annual series from 2006 to 2016; the various segments are reported at five-year intervals for 2006, 2011, and 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

## About This Report

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Wipes: United States* (FF15022) is based on *Wipes Market in the US*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 6 | Industry Codes Related to Wipes

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
313230	Nonwoven Fabric Mills	2297	Nonwoven Fabrics
325612	Polish and Other Sanitation Good Mfg	2842	Specialty Cleaning, Polishing, and Sanitation Preparations
325620	Toilet Preparation Mfg	2844	Perfumes, Cosmetics, and Other Toilet Preparations

Source: US Census Bureau

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## Resources

### The Freedonia Group

*Wipes Market in the US*, June 2017

### Freedonia Industry Studies

*Cosmetic & Toiletry Containers in the US*, November 2016

*Natural Flavors & Fragrances*, October 2016

*Specialty Surfactants*, August 2016

*World Medical Disposables*, August 2016

*Industrial & Institutional (I&I) Cleaning Chemicals*, June 2016

*Infection Prevention Products & Services*, April 2016

*Aseptic Packaging*, March 2016

*World Flavors & Fragrances*, March 2016

*Disposable Medical Supplies*, February 2016

*Pouches*, February 2016

*World Nonwovens*, January 2016

*Drug Delivery Products*, December 2015

*Foodservice Disposables*, August 2015

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*Foodservice Disposables: United States*

*Industrial & Institutional Cleaning Chemicals: United States*

*Infection Prevention Products & Services: United States*

*Janitorial Equipment & Supplies: United States*

*Natural Flavors & Fragrances: United States*

*Nonwovens: United States*

*Pet Clean-Up & Odor-Control Products: United States*

*Pouches: United States*

*Specialty Surfactants: United States*

*World Flavors & Fragrances*

*World Medical Disposables*

*World Nonwovens*

### Freedonia Custom Research

**Trade Publications**

*Global Cosmetic Industry*

*Household & Personal Care Wipes*

*Household & Personal Products Industry*

*International Fiber Journal*

*Nonwovens Industry*

**Agencies & Associations**

American Public Works Association

Association of the Nonwoven Fabrics Industry

Canadian Water and Wastewater Association

European Disposables and Nonwovens Association

Federal Trade Commission

Forest Stewardship Council

National Association of Clean Water Agencies

United States Census Bureau

United States Department of Commerce

United States International Trade Commission

Water Environment Federation