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Consumer Wipes: United States

June 2017



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About This Report

Scope & Method

This report forecasts US consumer 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 purposes 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.

Total demand is also segmented by market as follows:

- baby wipes
- hand and body wipes
- general purpose cleaning wipes
- facial wipes
- floor care wipes
- other markets such as eyeglass cleaning, furniture dusting and polishing, and pet care wipes.

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

Consumer Wipes: United States (FF90042) 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 Consumer 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

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Disposable Medical Supplies: United States

E-Commerce: United States

Industrial & Institutional Cleaning Chemicals: United States

Industrial Wipes: United States

Nonwovens: United States

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

Wipes: United States

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

About This Report

European Disposables and Nonwovens Association
Federal Trade Commission
National Association of Clean Water Agencies
United States Census Bureau
United States Consumer Product Safety Commission
United States Environmental Protection Agency
United States Food and Drug Administration
United States International Trade Commission
Water Environment Federation