



Freedonia Focus Reports
World Collection

World Wipes

March 2015



Highlights

World Overview and Forecasts
Demand by Product | Demand by Market

Regional Trends and Forecasts
Regional Demand Overview | North America | Western Europe | Asia/Pacific
Other Regions

Industry Structure
Industry Composition and Characteristics | Additional Companies Cited

Resources

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ABOUT THIS REPORT

Scope & Method

This report forecasts total world demand in 2018 for wipes by product, market, and major world region in US dollars at the manufacturers' level. Wipe product segments include:

- wet
- dry.

Reported markets encompass:

- personal care
- household and other consumer markets
- healthcare
- manufacturing
- commercial and other industrial markets.

Major world regions include:

- North America
- Western Europe
- Asia/Pacific
- all other regions.

Demand by market segment is also forecast for each major world region.

To illustrate historical trends world, product, market, and regional demand (including market segments) are provided for 2008 and 2013.

Forecasts are developed via the identification and analysis of pertinent statistical relationships and other historical trends/events as well as their expected progression/impact over the forecast period. Changes in quantities between reported years of a given total or segment are typically provided in terms of five-year compound annual growth rates (CAGRs). For the sake of brevity, forecasts are generally stated in smoothed CAGR-based descriptions to the forecast year, such as "demand is projected to rise 3.2% annually through 2018." The result of any particular year over that period, however, may exhibit volatility and depart from a smoothed, long-term trend, as historical data typically illustrate.

Unless otherwise indicated, historical values are expressed in US dollars at the prevailing rate of exchange with local currencies. Forecasts to 2019, however, assume a fixed 2014 exchange rate.

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

World Wipes (FW15022) is based on [a comprehensive industry study](#) published by The Freedonia Group in March 2015. 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 industry 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

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
313230	Nonwoven Fabric Mills	2297	Non-woven 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

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