

North America Wipes Market

Trends & Forecasts 2012-2017

Outlook for the Disposable Nonwoven Wipes Industry

Sales and Volume of Consumer and Industrial/Institutional Segments

Nonwovens Consumption and Outlook by Technology



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METHODOLOGY

The data for this report was collected from December 2012 through February of 2013. The data was obtained primarily by telephone interviews. The individuals interviewed were knowledgeable of the nonwovens and the wipes industry, and were consultants, senior managers, marketing managers, sale managers, and production managers. Companies that produced the nonwoven wipes substrates as well as the convertors of substrate that goes into a finished and packaged wipe product were contacted. Many of the individuals were interviewed for the previous wipes report as well.

Research and interviews completed from the previous wipe report were also utilized. The interview notes from the previous report are valuable as they provide us with the:

- names of previous person interviewed and their level of industry knowledge
- records of the previous discussion and topic
- their current estimates of market growth
- the general health of the industry
- company expansion plans or new production line installations

The information gained from the interview is entered into a spread sheet “model” for the nonwovens wipes industry.. With historical sales or production volume and growth rates, we are able to forecast sales and volume with some degree of precision.