

# Global Nonwoven Wipes Industry Outlook

## A Compilation of Wipes Data from INDA Reports

- North American Nonwovens Industry Outlook, 2013–2018
- Worldwide Outlook for the Nonwovens Industry, 2014–2020
- South American Nonwovens Industry Outlook, 2015-2020



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## Foreword

INDA is pleased to publish this **first edition** of the Global Nonwoven Wipes Industry Outlook. In the past INDA has published a North America Wipes market report triennially, but with the expanded, more in-depth North American Nonwovens Industry report, the information contained in a North America Wipes market would be redundant.

INDA believes it is important to continue producing a wipes report, as the wipes market is one of the fastest growing and most-dynamic nonwoven end-uses. To meet this need INDA has combined the wipes data from their three triennial reports:

- North American Nonwovens Industry Outlook, 2013–2018
- Worldwide Outlook for the Nonwovens Industry, 2014–2020
- South American Nonwovens Industry Outlook, 2015-2020

Globally, the wipes market is primarily driven by the strength of the economy (impacting both the consumer wipes and the industrial/institutional wipes markets), the number of baby births (impacting baby wipes), and the constant introduction of new products. Globally INDA and EDANA forecast the nonwoven wipes production to expand 5.6 percent annually through 2020.

In the mature markets, the wipes market continues its strong growth, not only through increased usage and penetration, but through constant product innovation and new applications. Any liquid or a cream that is to be applied to a surface has the potential to be incorporated into a wipe, which provides for plenty of new market opportunities.

In the emerging and developing markets, disposable income is a key factor, as wipes are not an item of necessity, but one of convenience.

INDA's mission is to support the sustainable and profitable growth of the nonwovens industry. A key element of this is our role to **provide credible statistics to our members and the overall industry** to assist in decision making. To that end, we are publishing this report to provide a benchmark of the nonwoven wipes industry's progress through the years.

It is our intention to continue to **improve the quality** of data and industry information. Your comments are what drive change, and we would appreciate your suggestions for information you would like included in future reports of the nonwoven industry. Please feel free to contact the report author, Brad Kalil, regarding any aspect of this report.



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