

Alcohol Wipes Market is Estimated to Cross US\$ 1,137.7 Million by the End of 2030: Claims AMR

The alcohol wipes market size is expected to reach \$1,137.7 million by 2030 at a CAGR of 7.3% from 2021 to 2030.

WILMINGTON, DE, UNITED STATES, September 27, 2024 /EINPresswire.com/ -- The [alcohol wipes market](#)



By fabric material, the synthetic segment was the highest contributor to the alcohol wipes market, with \$372.1 million in 2020"

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has seen notable growth in recent years, driven by increasing awareness of hygiene and sanitation, a surge in healthcare applications, and the demand for personal and household cleaning products. Alcohol wipes, which are pre-moistened with isopropyl alcohol or ethyl alcohol, are widely used for disinfecting surfaces, skin cleansing, and medical applications.

Market Overview:

Market Value: The global alcohol wipes market size is expected to reach \$1,137.7 million by 2030 at a CAGR of 7.3% from 2021 to 2030.

Product Composition: Alcohol wipes typically contain 60%-70% alcohol, which is considered the most effective concentration for disinfection purposes. They are available in various forms, such as sanitizing wipes, cleaning wipes, and medical-grade wipes.

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Key Market Segments:

By Type:

Isopropyl Alcohol Wipes: Commonly used for medical purposes, including skin preparation before injections, surface disinfection in hospitals, and equipment cleaning.

Ethyl Alcohol Wipes: Typically used in personal care and household cleaning applications due to their milder scent and lower skin irritation properties compared to isopropyl alcohol.

By Application:

Healthcare and Medical: Alcohol wipes are extensively used in hospitals, clinics, and laboratories for disinfection of surfaces, medical instruments, and skin preparation. The rise in healthcare-associated infections (HAIs) has spurred the demand for alcohol wipes in medical environments.

Personal Care: Alcohol wipes are commonly used for hand sanitization, makeup removal, and skin cleansing. The COVID-19 pandemic heightened the demand for alcohol-based sanitizing wipes for personal use.

Household Cleaning: Alcohol wipes are increasingly used for disinfecting surfaces in homes, particularly in high-touch areas like kitchens and bathrooms. They are also used for cleaning electronic devices.

Commercial and Industrial: In office spaces, gyms, and public facilities, alcohol wipes are employed for quick disinfection of frequently touched surfaces. Industrial settings use them to clean equipment and maintain hygiene standards.

By Packaging:

Single Packets: Individually packaged wipes, commonly used in healthcare settings and for travel.

Multi-pack Canisters: Bulk packaging in tubs or canisters, popular in households and commercial establishments.

Flow-packs: Resealable packs that are often used for personal care and household cleaning purposes.

Key Market Trends:

Increased Focus on Hygiene:

Heightened awareness of hygiene and sanitation, particularly since the COVID-19 pandemic, has driven the demand for alcohol wipes in both healthcare and personal use. Consumers are more conscious of disinfecting surfaces and maintaining hand hygiene.

The pandemic also resulted in stockpiling of disinfecting products, further boosting demand for alcohol wipes, especially in regions like North America and Europe.

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Growth in Healthcare Applications:

The healthcare sector is a significant driver of the alcohol wipes market. Rising cases of infections, the need for sterilization in medical environments, and the increasing number of surgeries and outpatient procedures have led to greater adoption of medical-grade alcohol wipes.

Alcohol wipes are favored for their quick action, portability, and ability to kill a broad spectrum of pathogens, including bacteria, viruses, and fungi.

Portable and Travel-friendly Packaging:

Portable, single-use alcohol wipes have seen a surge in demand as consumers seek convenient, on-the-go hygiene solutions for travel, work, and everyday use. The trend is particularly strong in regions with high commuting populations.

Eco-friendly and Biodegradable Options:

With growing environmental concerns, manufacturers are focusing on producing biodegradable and eco-friendly alcohol wipes. Traditional wipes have been criticized for contributing to plastic waste, so many brands are shifting to plant-based or compostable materials.

Sustainable wipes are expected to grow in popularity as consumers become more environmentally conscious, especially in Europe, where regulations around single-use plastics are stringent.

Product Innovation and Scented Options:

Innovation in formulations has led to alcohol wipes that include moisturizing agents like aloe vera and vitamin E to reduce skin irritation from alcohol. This is particularly important for personal care applications.

Scented alcohol wipes are gaining popularity, offering pleasant fragrances like citrus, lavender, and tea tree, catering to consumer preferences for more enjoyable usage experiences.

Regional Insights:

North America:

The U.S. is the largest market for alcohol wipes, driven by a high demand for hygiene products, a robust healthcare system, and awareness regarding personal sanitation.

The region saw a dramatic surge in the use of alcohol wipes during the COVID-19 pandemic, with demand remaining strong in the post-pandemic period due to heightened hygiene standards.

Europe:

Europe represents a significant share of the alcohol wipes market, especially in countries like Germany, France, and the UK, where healthcare expenditure is high, and regulatory standards for infection control are stringent.

The European Union's ban on certain single-use plastics has also led to a rise in demand for biodegradable alcohol wipes.

Asia-Pacific:

The market is growing rapidly in Asia-Pacific, led by countries such as China, Japan, and India, due to increasing urbanization, rising disposable incomes, and growing awareness of hygiene in these countries.

The region's expanding healthcare infrastructure also contributes to higher demand for alcohol wipes in medical settings.

Latin America and Middle East & Africa:

These regions are witnessing gradual growth in the alcohol wipes market, with rising healthcare

awareness and improvements in healthcare systems driving the demand. Emerging economies are seeing increased adoption in both healthcare and consumer sectors.

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Competitive Landscape:

Key Players:

3M Company: A major player in the healthcare and industrial markets, offering a range of alcohol-based disinfecting wipes.

Kimberly-Clark: Known for producing disinfecting wipes under brands like Kleenex and Scott, catering to both personal care and household cleaning needs.

PDI Healthcare: A leader in healthcare infection prevention products, including a wide range of alcohol wipes used in medical and clinical environments.

Reckitt Benckiser Group: Offers disinfecting wipes under the Lysol brand, targeting household and commercial cleaning applications.

S. C. Johnson & Son: Offers disinfecting wipes under the Windex and Glade brands, focused on household cleaning.

Nice-Pak: A global leader in wet wipes, providing a variety of alcohol wipes for healthcare, personal care, and cleaning purposes.

Mergers and Acquisitions:

Companies in the alcohol wipes market are investing in mergers and acquisitions to expand their product portfolios, improve distribution networks, and tap into new geographical markets.

Challenges:

Environmental Impact:

The growing environmental concern regarding the disposal of non-biodegradable wipes has led to consumer and regulatory pressure for more eco-friendly products. Wipes containing plastic fibers are a significant contributor to landfill waste and ocean pollution.

Flammability Risks:

Alcohol-based products are inherently flammable, posing risks if not stored or disposed of properly. Manufacturers need to implement stringent safety guidelines to prevent accidents related to alcohol wipes.

Market Outlook:

The alcohol wipes market is expected to witness steady growth in the coming years, with healthcare, personal hygiene, and household cleaning continuing to drive demand. The focus on sustainable, biodegradable products will likely be a key growth area, especially as environmental awareness and regulations increase.

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