

Higienspo

**International Exhibition & Conference on Wipes,
Tissues, Hygiene, Absorbents and Non-Woven
Products and Technology**

6 - 8 DECEMBER

DUBAI WORLD TRADE CENTRE | **2020**
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Wipes Market

Disposable and Non Disposable wipes

Woven and Non-Woven Wipes

US\$ 19.6 Billion Nonwoven wiper world market by 2021

The global nonwoven wiper market is valued at \$14.8 billion and will consume 1.1 million tonnes of nonwovens in 2016. By 2021, value is forecast to grow to \$19.6 billion and nonwoven consumption to grow to 1.4 million tonnes.

The sale of nonwoven wipers is driven by cost, convenience, hygiene, performance, ease of use, time savings, disposability, safety/regulation and consumer perceived aesthetics (i.e. softness or bulkiness in baby wipers). Industrial wipers have different drivers. Safety and health advantages are major drivers for industrial wipers used in medical or food service (for example, disposable nonwoven wipers lower the risk of contamination versus re-usable laundered textiles).

Baby wipers continue to slow in growth, firstly because they are the most mature market segment in consumer wipers, and secondly, because of increased specialisation in wipers.

Personal care wipers are projected to be the fastest growing consumer segment in this industry. The recent massive addition of flushable nonwoven production capacity will add growth in flushable wipers globally as supply grows and prices drop.

GROWTH DRIVERS

The vast rise in demands for cleaning and disinfecting wipers across hospitals, household applications, manufacturing industry, and commercial spaces as wipers save time and mitigate the need for water are some of the key factors expected to drive the global wiper market in the next few years. Uptake of wipers is also massively driven by their features such as hygiene, performance, convenience, cost, and disposability. While these factors hold true for consumers across the globe and should reflect as proportionate share of key regional markets in global revenue, the reality shows a different picture.

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Hygiene and
Absorbent sectors set
to grow over faster
than any sectors soon

Innovations in
hygiene/absorbents/
wipers/tissues /
non-woven products and
technologies



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