

Wet wipes field

The wet wipes industry has evolved over the years. Initially the market, a monopoly, accepted without objections what the companies proposed, with the consequent impossibility to define and give identity to new products. But today we see a trend reversal and the distribution chain or branded products are those that determine the size or specific packaging they want for a specific product, resulting in a rapid growth as regards the number of applications for wet wipes.

The wet wipes market has grown where a coupling between a substrate and a detergent, cream or lotion, is necessary. Hence the convenience for all consumers to purchase a disposable product that contains two in one. But what most defines the market seems to go not so much on specific wipes, but on the presentation and the packaging of the product. One of the biggest emerging market is the pharmaceutical one, with the possibility to use products for disinfecting surfaces by applying a disinfectant to the substrate. In this case, for a market like this, it is much more binding the application of their specific lotion, which maybe is already known in the medical field.

The evolution of the market for disposable wipes in recent years has been characterized by a considerable expansion trend, but also by increasing fragmentation. Consequently, while there are expectations for an increase in the demand for machinery production, the level of specialization of these machines is demanded to be increased in order to satisfy more specific requests; although they belong to the same category, several products may be very different both for the wetting substance (liquid, lotion, cream, etc.) and for the base material (non-woven, paper, etc.) or size and folding types, regardless of the packaging that is varied depending on the types of wet wipes. Meanwhile, to improve the level of operational efficiency in a persistent economic situation which is not too favorable, the industry is reducing the size of capital investments in production equipment, while requiring the highest performance machines. This is particularly true for industrial production of disposable wipes.