



Euromonitor
International

Wipes in South Korea

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Consumers Seek Wipes Offering More Utility per Sheet, Rather Than Those Offering the Lowest Prices

E-Commerce Widens the Reach and Enhances the Visibility of Private Label Wipes

Chart 2 - Kleannara Launches Extra-Large Embossed Wipes for Multi-Purpose Use

Kleannara and Yuhan-Kimberly Capitalise on the Demand for Utility and Portability

Chart 3 - Yuhan-Kimberly Launches Pocket-Sized Moist Toilet Wipes for On-The-Go Hygiene

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation Expected in Baby Wipes, to Offset Declining Volume Demand

Regulatory Proposals Drive Manufacturers Towards Biodegradable Materials, Albeit at Higher Costs

Chart 6 - Analyst Insight for Wipes

Personal Wipes Remain the Largest Category as Home Care Wipes and Floor Cleaning Systems Continue to Grow

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Aj Co Ltd and Yuhan Kimberly Co Ltd Defend Leadership in a Highly Competitive Category

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Retail E-Commerce Has Risen to Become the Dominant Sales Channel for Wipes

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Wipes

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Wipes

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in South Korea - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Retail Adult Incontinence Sees Dynamic Growth, Supporting Overall Category Sales as Nappies/Diapers/Pants Contract

Yuhan Kimberly Co Ltd'S Sets New Standard for Skin Health and Premiumisation

Chart 20 - Yuhan-Kimberly Launches Dermatologically Tested Premium Hygiene

Innovations Focus on Inclusivity and Convenience

Chart 21 - Secretday Expands Disposable Period Pants Lineup to Meet Rising Demand for Convenience

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Online Platforms Reshape Purchasing Patterns, with Bulk Buying a Popular Trend

Chart 24 - Analyst Insight for Tissue and Hygiene

Ingredient Transparency and Health Benefits Command Premium Pricing

Senior Care Innovations Will Increasingly Be Based on Convenience for Home-Care Needs

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yuhan Kimberly Co Ltd Leverages Wide Portfolio of Trusted Brands to Maintain Leadership

Digital-First Brands Fuel Pricing Wars in Bulk-Buying Trend

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Digital-Native Brands Accelerate Online Dominance through Bulk Strategies

Offline Retail Loses Share as E-Commerce Surges

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wipes-in-south-korea/report.