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EXPORT BUSINESS ROADMAP

WET WIPES EXPORT BUSINESS

Apracticalroadmapfromproduct selection and sourcing to compliant international sales.

THE OPPORTUNITY

CONVENIENCE HYGIENE CREATES MULTIPLE EXPORT LANES

Many applications

Baby care, personal hygiene, skincare, healthcare, household and industrial cleaning.

Four routes to market

Manufacturer exporter, merchant exporter, private label exporter and wholesale distributor.

Lead opportunity

Private-label and bulk supply for retailers, pharmacies and distributors.

PRODUCT DESIGN

PRODUCT SPECIFICATIONS DETERMINE QUALITY AND PRICE

Choose by application

Baby, facial, makeup, antibacterial, medical, kitchen, industrial or biodegradable.

Common substrates

Spunlace, viscose, polyester, cotton, blends and plant-based fibres.

Lock before quoting

GSM, sheet size, fabric composition, lotion, pH, fragrance, microbiological quality and shelf life.

QUALITY → PRICE

CLASSIFICATION & PAPERWORK

CLASSIFICATION AND DOCUMENTS MUST BE CONFIRMED EARLY

CORE PAPERWORK

HS CLASSIFICATION

Donotassume one code fits every wipe.

Potential HS headings include 330790, 340119 and 560392/560393, depending on composition, impregnation and intended use.

Obtain specialist customs confirmation.

- IEC and GST registration
- Invoice and packing list
- Shipping bill and transport document
- Origin certificate, technical data sheet and certificate of analysis

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OPERATING MODEL

CONTRACT MANUFACTURING LOWERS THE STARTING HURDLE



1. Source nonwoven rolls and prepare the water-based lotion.
2. Unwind, fold, cut, apply lotion, stack and pack.
3. Test moisture, pH, microbial quality and seal integrity before carton packing.

Start with a contract manufacturer before investing in a complete production facility.

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MANUFACTURING FLOOR





SOURCING BASE

INDIA OFFERS SEVERAL SOURCING CLUSTERS

Ahmedabad and Surat

Nonwoven, textile and packaging ecosystems.

Supplier stack

Build a supplier stack across fabric, ingredients, packaging and private-label production.

Mumbai—Pune, Delhi-NCR and Chennai

Packaging, distribution, contract manufacturing and industrial supply chains.

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ILLUSTRATIVE ECONOMICS

ILLUSTRATIVE ECONOMICS SHOW THE MERCHANT-EXPORTER PATH

Measure	Amount(₹
Estimated total cost	₹7,50,000
Assumed export revenue	₹9,00,000
Illustrative gross operating surplus	₹1,50,000

EXAMPLE ORDER

10,000

packs × 80 wipes

Purchase cost: ₹65 per pack

Planning assumptionsonly, not verified supplier quotations. Surplus is before international freight, insurance, financing, taxes and destination-side expenses.

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BUYER PROPOSITION

PRIVATE LABEL IS THE CLEAREST BUYER PROPOSITION

Differentiatewithcustom sheetsizes,formulations, fragrances,packagingand branding.

- Custom format
- Private label
- Bulk supply

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EXPORT STRATEGY



Potential markets: UAE, Saudi Arabia, Qatar, USA, UK, Germany, South Africa and Kenya.

Target importers, supermarkets, pharmacies, skincare brands, hospitals, hotels, industrial suppliers and private-label companies.

QUALITY & MARKET ACCESS

COMPLIANCE PROTECTS THE SHIPMENT AND THE BRAND

Destination rules vary. Therapeutic, disinfectant, antibacterial, biodegradable or flushable claims can trigger additional requirements.

Use evidence-backed claims and verify US, EU and GCC requirements before production and labelling.

TEST BEFORE SHIP

TEST

GSM	pH
microbial quality	preservative efficacy
moisture	skin compatibility
leakage	stability

VERIFY

US, EU and GCC requirements

evidence-backed claims

RELEASE

production, labelling and shipment

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EXECUTION CONTROL

CONTROL THE EXPORT PROCESS FROM SAMPLE TO PAYMENT

01

Select

Select the category, partner, GSM, sheet size and formulation.

02

Verify

Sample, test and verify the buyer before quoting.

03

Final ize

Finalize private-label packaging, documents, shipment and payment terms.

CONTROL THE RISKS

Manage contamination, leakage, drying, labelling, freight, payment and rejection risks with batch testing, stability checks and clear contracts.

THE PATH

Sample → test → quote → ship → collect payment

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