Fall 2026, DUDE Wipes Unscented, Silver, 125[1]

Section 1 - Company and Product Snapshot

DUDE Wipes Unscented is an XL, fragrance-free adult toilet wipe sold by DUDE Products Inc., which Euromonitor International (2026) identifies as the brand owner. The company also sells travel wipes, scented wipes, and LiL' DUDE Wipes for children (DUDE Products, n.d.-a, n.d.-b). We consider Unscented a core product because fragrance free is the default option on the main adult wipe page and is also offered in the travel line (DUDE Products, n.d.-a, n.d.-b). This shows where the product fits in the business, although DUDE's 23% brand share does not tell us how much of its sales come from Unscented alone (Euromonitor International, 2026).

DUDE's mission is "to keep having fun, build great products, and support you all any way we can" (DUDE Products, n.d.-a). Unscented fits that mission through its fragrance-free formula, containing aloe, vitamin E, and an XL size (Target, n.d.-b). What stands out to us is that the brand's bathroom humor makes the product memorable, but may draw attention away from the ingredients that fragrance-avoiding shoppers care about (DUDE Products, n.d.-a; Target, n.d.-b). Since competitors offer similar formula claims, the humor gives DUDE Wipes a recognizable personality without showing that its wipe is necessarily better for someone's skin.

DUDE's "Wipe the Troops" program sends care packages to nominated military personnel each month (DUDE Products, n.d.-c). This is one way the company follows through on supporting people, although it does not directly improve the unscented wipe's skincare or environmental performance. We think many ingredient-conscious shoppers may not know about it because it is linked separately from the main product information. While this program could give shoppers another reason to feel good about the company, the formula is likely more relevant to this consumer base, as 43% of personal care wipe buyers prioritize skin-friendly formulas (Rosenberg, 2024).

Section 2 - Market and Competitive Review

DUDE Wipes Unscented competes in the U.S. moist toilet wipes market, which reached $1.306 billion in 2025 within a total wipes market of $6.908 billion (Euromonitor International, 2026). Total wipes sales grew about 3% in value, personal wipes grew 4%, and moist toilet wipes had the fastest value and volume growth among personal wipes (Euromonitor International, 2026). A growing interest in skin care supports the demand for a skin-friendly and high-quality wipe, and price sensitivity makes bulk and value options appealing. We think this is a favorable market for DUDE Wipes because the category is growing, however Dude Wipes needs to prove that its qualities and attributes justify a higher price than its competitors (Euromonitor International, 2026).

Competitive position and customer value

Cottonelle Fragrance Free emphasizes a gentle, everyday wipe with a 95% water formula and no fragrance or alcohol; these claims explain its appeal clearly, although they do not prove that it actually performs better on skin (Cottonelle, n.d.; Target, n.d.-a). Equate XL Fragrance Free charges $5.46 for its 7 x 7-inch sheets, giving it a competitive advantage over DUDE Wipes who charge $12.29 (Target, n.d.-b; Walmart, n.d.). Looking at Goodwipes Fragrance Free we can see that it offers a slightly larger 51.56-square-inch sheet with aloe, vitamin E, and a dermatologist-tested claim for $6.79 per 100 wipes, providing both size and formula features at a lower price per wipe compared to DUDE Wipes (Goodwipes, n.d.-a, n.d.-b; Target, n.d.-c).

We consider DUDE Wipes as a challenger because its moist toilet wipe brand share grew from 5% in 2020 to 23% in 2025 (Euromonitor International, 2026). This growth shows they are taking a larger place in the market, although these numbers cover the brand rather than their unscented product specifically. Its clearest selling point against Equate XL is the recognizable, male-focused DUDE identity around an XL adult bathroom wipe (DUDE Products, n.d.-a). This matters because both companies offer a 49-square-inch fragrance-free sheet, but the sampled DUDE Wipes package costs 2.25 times as much per wipe (Target, n.d.-b; Walmart, n.d.).

The customer value analysis (CVA) in Appendix 1 compares three attributes that matter when buying wipes. The scores use product claims and specifications, rather than customer ratings or clinical test results.

We chose the attribute of skin-friendly formulas because 43% of personal care wipe buyers prioritize gentle, skin-safe ingredients (Rosenberg, 2024). All four products received a 4/5 for combining fragrance-free and hypoallergenic claims with soothing ingredients (Cottonelle, n.d.; Goodwipes, n.d.-b; Target, n.d.-b; Walmart, n.d.). Although the products have different formulas and some make additional skin-care claims, we found inconsistencies in the ingredient analyses across sources. Additionally, we could not find any comparative clinical testing that directly evaluates the products against one another. Because of this, we decided to give them equal scores rather than assign different ratings without sufficient evidence, which could compromise the accuracy and credibility of our analysis.

Next, we chose to focus on single-sheet coverage. Size matters to 28% of personal care wipe buyers, so we compared the actual wipe dimensions (Rosenberg, 2024). DUDE and Equate each offer 49 in² and score 4.75/5, compared with Goodwipes at 51.56 in² (5/5) and Cottonelle at 36.25 in² (3.52/5); a larger sheet does give more coverage but doesn't necessarily prove better cleaning on its own (Goodwipes, n.d.-a; Target, n.d.-a, n.d.-b; Walmart, n.d.).

Finally, we decided to prioritize cost per sheet as our last attribute. We compared cost per 100 in², putting brands with different sheet sizes and pack counts found in our research on equal footing (Euromonitor International, 2026). DUDE Wipes costs $0.174 per 100 in², compared to Equate at $0.077, Cottonelle at $0.128, and Goodwipes at $0.132 (Target, n.d.-a, n.d.-b, n.d.-c; Walmart, n.d.). We can see that DUDE Wipes's 2.22/5 value score shows why a large wipe alone is not enough to justify its higher price.

Section 3 - Product Strategy and Target Market

DUDE Wipes Unscented follows a differentiation strategy through its male-focused bathroom branding, fragrance-free XL sheet, and availability in stores and directly online (DUDE Products, n.d.-a, n.d.-b; Target, n.d.-b). Its $12.29 price for 144 wipes, compared with Equate's $5.46, shows that it competes at a premium rather than going after the lowest price (Target, n.d.-b; Walmart, n.d.). The biggest challenge is giving shoppers a reason to pay more when Equate matches its size and Goodwipes offers a larger fragrance-free sheet with similar formula claims (Goodwipes, n.d.-a, n.d.-b). For this strategy to work, customers need to value their experience with the DUDE brand and product enough to keep choosing it over the cheaper options.

Target market table

Targeted segment	Customer needs / motivations	Product features and benefits
* Ingredient-conscious routine users	1. Avoid added fragrance. 2. Find a suitable formula: 43% prioritize skin-friendly formulas (Rosenberg, 2024). 3. Keep a familiar bathroom routine.	1. Fragrance-free formula. 2. No alcohol or parabens. 3. Aloe and vitamin E (Target, n.d.-b).
Adult baby-wipe users wanting a bathroom-specific product	1. Keep the familiar wet-wipe format. 2. Choose a wipe made for adult toileting. 3. Use clear disposal guidance; 45% of baby-wipe buyers use them for adult cleansing (Rosenberg, 2024).	1. Wipe designed for adult toileting. 2. Premoistened 7 × 7-in sheet. 3. Marketed as flushable; follow the pack's conditions (DUDE Products, n.d.-b; Target, n.d.-b).
Shoppers who want a larger cleansing wipe	1. Cover more area: 28% prioritize large size. 2. Avoid tearing: 39% prioritize strength. 3. Keep wipes ready at home (Rosenberg, 2024).	1. 49-in² sheet. 2. Strength claims remain untested between Dude Wipes and its Competitors. 3. Flip-top dispenser (Target, n.d.-b).

Our team selected ingredient-conscious routine users as the most valuable segment because DUDE Wipes Unscented offers a fragrance-free product that fits their preferences and could encourage repeat purchases. However, we would need more information about purchase frequency and customer loyalty to confirm whether this segment is more valuable than the others.

Section 4 - SWOT Assessment and Strategic Prioritization

Strengths — internal	**Weaknesses — internal**
● 49-in² adult cleansing sheet. ● Fragrance- and alcohol-free formula. ● Aloe vera and vitamin E. ● Mass-retail and direct-online availability. (DUDE Products, n.d.-b; Target, n.d.-b)	● Premium $8.53 per 100 wipes. ● Similar formula claims are available from rivals. ● 49-in² sheet is smaller than Goodwipes'. ● Male-focused humor may overshadow formula benefits. (DUDE Products, n.d.-a; Target, n.d.-b; Appendix 1)
Opportunities — external	**Threats — external**
● Moist toilet wipes lead personal-wipe growth. ● 43% of personal-wipe buyers prioritize skin-friendly formulas. ● Adult cleansing is an existing use for baby wipes. ● Older age groups are growing. (Euromonitor International, 2026; Rosenberg, 2024)	● Cheaper XL store brands match key features. ● Rivals offer larger sheets with similar formula claims. ● 43% of adults believe flushable wipes clog plumbing. ● More category shoppers are looking for bulk value. (Goodwipes, n.d.-a; Rosenberg, 2024; Euromonitor International, 2026; Walmart, n.d.)

The three priorities show that many buyers care about the formula, However, DUDE Wipes shares these formula features with other cheaper XL wipe brands. This means that Dude Wipes needs to give consumers enough value in everyday use to make their higher price justifiable.

We see ingredient-conscious routine users as the strongest primary target because 43% of personal care wipe buyers prioritize skin-friendly formulas, not to mention the demand for moist toilet wipes is growing (Rosenberg, 2024; Euromonitor International, 2026). DUDE Wipes fits their customer needs with a fragrance-free formula and a 49-in² sheet (Target, n.d.-b). These shoppers can also buy through Target or directly online, making the product easy to find and replace (DUDE Products, n.d.-b; Target, n.d.-b). The main uncertainty is whether they can and will pay $12.29, since the research does not measure this group's income or willingness to pay. We still favor this target because they already use wipes and check ingredients, which fits DUDE Wipes well, but their premium quality will need more justification research before Phase 2.

Our primary target is an ingredient-conscious adult household shopper in the United States who regularly uses bathroom wipes as part of their daily routine. They pay attention to product quality, prefer products without added fragrance, and want a larger wipe that makes cleaning easier. They typically shop at major retailers or online and are willing to pay more for a product if they believe the quality and convenience justify the price. Whether they continue buying DUDE Wipes depends on how well the product performs compared to their usual brand.

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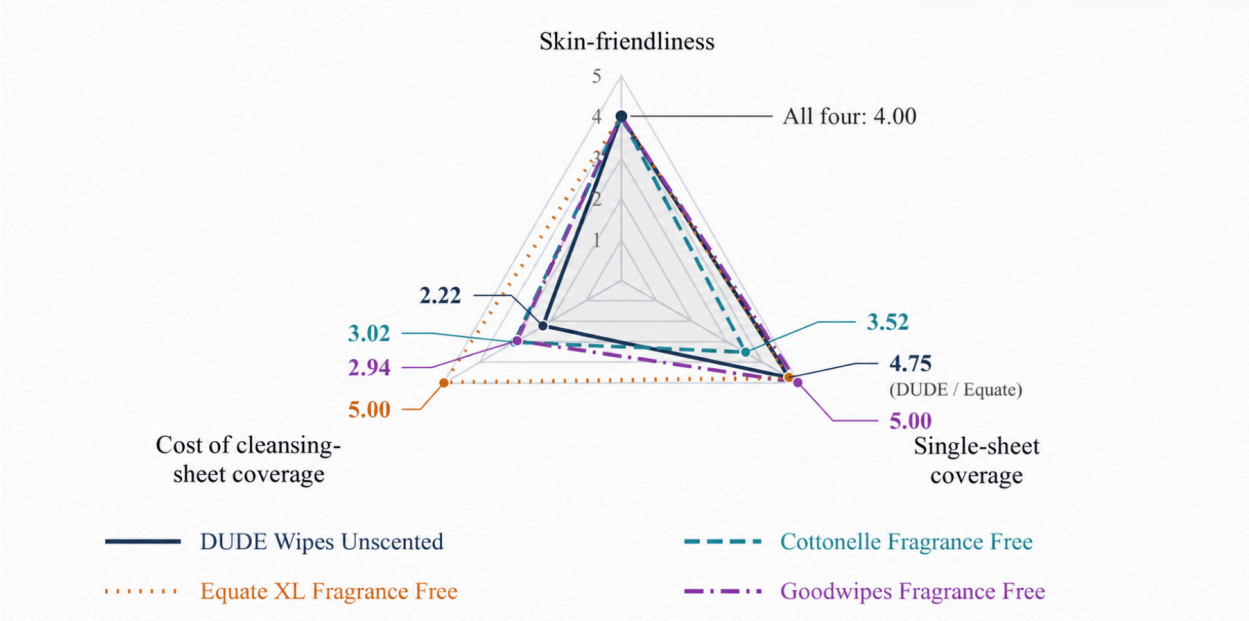
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Appendix 1 - Customer Value Analysis

Figure 1

CVA Spider Chart of unscented adult toilet wipes[1]



Note. Scores run from 1 to 5, with higher scores being more favorable. We assigned these scores using published claims and product specifications; they are not customer survey results. Formula scores reflect label claims, while size and value use the calculations below. AI generated the graphic.

Product observations and calculated scores

Product	Pack price / count	Sheet area in²	$ / 100 in²	Skin / size / value
DUDE	$12.29 / 144	49.00	0.174	4.00 / 4.75 / 2.22
Cottonelle	$7.79 / 168	36.25	0.128	4.00 / 3.52 / 3.02
Equate XL	$5.46 / 144	49.00	0.077	4.00 / 4.75 / 5.00
Goodwipes	$6.79 / 100	51.56	0.132	4.00 / 5.00 / 2.94