

Bebesup

INTRODUCTION



No. 1

in wipes sales

Source : 2025 © Nielsen Korea

coupang
Color Your Days

SSG.COM

11

NAVER

Gmarket

AUCTION.

CJmall

GS SHOP

INTERPARK

kakao

Korea's #1 Selling Baby Wipes
for 10 Consecutive Years

- 2016 · 2017 · 2018 · 2019 · 2020 · 2021 · 2022 · 2023 · 2024 · 2025 -

© Kantar Worldpanel

© Nielsen Korea

#1 in Korea. Next the World.

Korea's No.1 Performance

- Korea's #1 Baby Wipes for 9 Years
- Baby Wipes M/S : 25 %
- #1 Across All Platforms and Stores

coupang NAVER Gmarket
emart 롯데마트 하나로마트 다이소

(Source: Nielsen & Kantar, 2016-2024)



Global Growth & Validation

- Expanding Across 12 Countries
(including the U.S., China, Australia, Singapore, and more)
- Operating through major global e-commerce platforms
amazon coupang JD.京东.COM
- Localized Products That Go Beyond Export

Trusted Quality. Diverse Choices.

Diversified Product Range

Core Wipes



Baby
wipes



Flushable
wipes



Biodegradable
Wipes

Functional Wipes



Cleansing
wipes



Deodorizing
wipes



Sanitizing
wipes



Household
cleaning wipes

Trusted for Safety and Sustainability

Safe by Design

- ✓ 99% drinkable water-based
- ✓ Fragrance-free and alcohol-free
- ✓ Dermatology Tested
- ✓ No Harmful Ingredients

Certified to Global Standards



Dermatest



Intertek Skin
Irritation Test



EWG
Verified



Vegan
Certified



SGS
Certified



FSC
Certified

03. Bebesup is trusted by consumers

★ ★ ★ ★ ★

Rated 5 Stars by 1M+ Consumers.



coupang



Bebesup Signature Baby Wipes
Reviewed **★★★★★ 101,423**

 Twosunny ★★★★★

Parenting Starts with babywipes, and the answer is always BEBESUP

I use baby wipes every single day, so ingredients, thickness, and feel really matter. I've tried tons of brands, but BEBESUP Signature Blue is the one I keep coming back to.

coupang



Bebesup Zero Baby Wipes
Reviewed **★★★★★ 124,579**

 J. PAPA ★★★★★

I'm pretty sure everyone ends up buying this again.

I'm 100% satisfied with the moisture, thickness, scent, ingredients, and design. Highly recommend it for babies with sensitive skin or anyone who's picky about fragrance.

coupang



Bebesup Sensitive Baby Wipes
Reviewed **★★★★★ 162,224**

 Oh Chungyul ★★★★★

Best baby wipes ever. I bet you won't regret it.

Great quality, super convenient, and the price is totally reasonable. Perfect for sensitive skin or honestly anyone in the family.

The Power Behind the Brand.



Bebesup

01

Brand Information

- History of Bebesup
- Sales Status
- Global Business

02

Organization

Team of Bebesup

03

Brand Communication

- Bebesup Persona
- Bebesup communication strategy

04

Brand Product

- Bebesup Wipes
- Bebesup Home
- Bebesup Skin care

05

Social Contribution

- SAFE-B PROJECTS

BRAND INFORMATION

HISTORY OF BEBESUP

Bebesup is still making history today.

- 2024**
 - 11** Named Korea's No. 1 Baby Wipes Brand for 8 consecutive years
 - 05** Ranked No. 1 in Brand Reputation for 5 consecutive years
 - 04** Korea's best-selling baby wipes for 9 consecutive years
 - 03** No. 1 in wet wipes sales, Nielsen Korea 2023
 - 02** Launched Vegan Calligraphy Baby Wipes
- 2023**
 - 10** Launched on Amazon US
 - 03** No. 1 in Korea Mom's Choice Awards
 - 03** No.1 in sales on Naver Shopping
 - 03** No. 1 in baby wipes sales, Nielsen Korea 2022
 - 01** Launched Bebesup Skincare
- 2022**
 - 08** Launched Bebesup Baby Laundry Detergent
 - 03** No. 1 in baby wipes sales in Nielsen Korea 2021
 - 01** No. 1 Brand preference for Baby and Toddler Brand by Baby News
- 2021**
 - 03** No. 1 in baby wipes sales, Nielsen Korea 2020
 - 01** Launched Bebesup iCan facial mask for kids / baby
- 2020**
 - 04** No. 1 in baby wipes sales, Kantar Worldpanel 2016–2019
 - 03** Donated \$11 million to fight COVID-19
 - 01** Launched KF94 and KF80 facial masks

- 2019**
 - 04** Collaborated with the global character 'We Bare Bears' on a special edition product
 - 01** No. 1 Brand preference for Baby and Toddler Brand by Babe News
- 2018**
 - 09** Launched Bebesup Flushable Toilet Wipes
 - 05** Recipient of the National Police Chiefs' Award on Missing Children's Day
 - 04** Listed as Korea's best-selling baby wipes by Korea Records Institute
- 2017**
 - 04** Launched Bebesup Hand Sanitizer (OTC)
 - 01** No. 1 in brand preference for baby and toddler brands by Baby News
- 2016**
 - 12** Achieved No. 1 in baby wipes sales for the first time
 - 12** Launched Bebesup Signature Wipes
 - 04** Introduced Bebesup iCan for Kids
- 2015**
 - 12** Bebesup Plus Project: 47 sponsors, 38,148 packs donated
 - 09** First to reach 10 million wet wipes packs sold on Coupang
 - 04** Launched Bebesup Bug Free (OTC)
- 2011**
 - 07** Launched Bebesup brand wipes, including Zero and Sensitive

BRAND INFORMATION

GLOBAL BUSINESS

Expanding Globally Since 2015,

Now present in 12+ countries including the USA, Japan, and Southeast Asia

Continuing to grow with a diverse portfolio



BRAND GLOBAL BEBESUP



Now available at **Costco** Korea Growing globally, one step at a time

This milestone reflects our expansion into premium retail channels

Strengthening Bebesup as a global premium brand



BRAND

BEBESUP BABY WIPES

amazon

Now available on Amazon US

Expanding into a key global e-commerce channel

Strengthening Bebesup's international presence

Delivering premium wipes for
diverse global consumers



ORGANIZATION

TEAM OF BEBESUP

A team of experts across brand, design, marketing, sales, and service

00

OUR FACTORY

- Product Development & Manufacturing Safety Testing
- Domestic and International Certification Acquisition
- Advanced Quality Monitoring Systems

01

BRAND TEAM

- Brand planning-Product Planning/Development
- International Certification
- Market/Product Information Collection
- Safety Testing

02

DESIGN TEAM

- Analyzing Design Trends
- Package Design
- Web Design
- Content creation
- Print production

03

MARKETING TEAM

- Media Relations
- Digital Marketing
- ATL & BTL
- CSR
- Brand Campaigns
- Global Marketing

04

e-COMMERCE TEAM

- Platform Strategic Alliances
- Consumer sales analytics
- Business product development

05

CS TEAM

- Consumer VOC Big Data
- Analytics
- Manage improvement area KPIs
- CRM system planning and development
- CCM Consumer Centered Management Certification

BRAND
BEBESUP BABY WIPES



Wipes



Baby Wipes Bidet Wipes Deo Wipes Dry Wipes



Skin Care



Moisture Wash Sun Care



Home Care



Fabric Detergent & Softener Dish & Baby bottle Sopa Dishwasher Detergent

BRAND

BEBESUP BABY WIPES

Made by **BABY SKIN LAB**

Since 1995, dedicated to healthy baby skin
Through our in-house Baby Skin Research Center,
we study and preserve the natural purity and health of infant skin

01

SIGNATURE LINE



02

SIGNATURE ECO LINE



03

ORIGINAL LINE



04

BIDET LINE



05

DEO LINE



06

DISPOSABLE TOWEL



BRAND

BEBESUP'S FINEST PREMIUM LINE

Bebesup Signature Black K-Heritage

Crafted with carefully selected ingredients and premium materials, blending traditional values with modern innovation. Bebesup's highest-spec premium baby wipes.

SIGNATURE **BLACK HERITAGE**



85 GSM / PREMIUM EMBOSSING / 66 SHEETS



Advanced Water System



Dermatologist Tested



FSC Certified



Vegan Certified



Free from 11 Harmful Ingredients



Clean Baby Certified



BRAND

BEBESUP SIGNATURE BABY WIPES

Signature — a premium choice for your baby

Bebesup's premium line combines a soft, heavyweight embossed fabric with a gentle, hydrating formula



Dermatologist
tested



No Surfactants Formula
No Forming



99% Pure Water



EWG Green
Grade



Highly moisturizing
seed formula

01 SIGNATURE RED



85 GSM / PREMIUM EMBOSSING / 60 SHEETS

02 SIGNATURE BLUE



75 GSM / PREMIUM EMBOSSING / 70, 32, 20 SHEETS

03 SIGNATURE GREEN



70 GSM / PREMIUM EMBOSSING / 70, 20 SHEETS

04 SIGNATURE BROWN



65 GSM / PREMIUM EMBOSSING / 70, 20 SHEETS

BRAND

BEBESUP SIGNATURE ECO BABY WIPES

Signature Eco — Where nature meets safety

Made from 100% plant-based rayon,
these plastic-free wipes are gentle, hydrating, and safe for
your baby's skin



Biodegradable
tested



PLASTIC
FREE



Forest Management
Environmental
Certification



EWG
GREEN



Green Certified
(PKG)



99% Pure Water



No Surfactants Formula
No Forming



Dermatologist
tested

01

SIGNATURE BLUE ECO



75 GSM / PREMIUM EMBOSSING / 70, 20 SHEETS

BRAND

BEBESUP ORIGINAL BABY WIPES

Non-irritating & Pure Baby Wipes

Made with safe ingredients and carefully controlled manufacturing, gentle on your baby's delicate skin



Dermatologist
tested



99% Pure Water



Highly Moisturizing
3 Superfoods
Orange/Blueberry/Almond



Free from 11 Harmful
Ingredients



FSC Certified

01 PREMIER



70 GSM / PREMIUM EMBOSSING / 70, 20 SHEETS

02 SENSITIVE



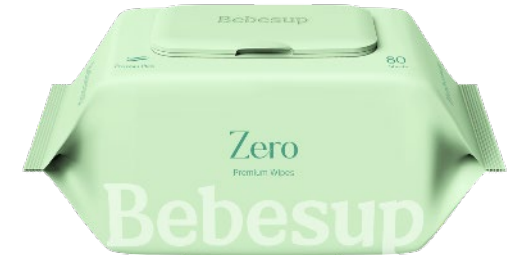
65 GSM / PREMIUM EMBOSSING / 80, 36, 20 SHEETS

03 SOFT



60 GSM / PREMIUM EMBOSSING / 80, 20 SHEETS

04 ZERO



55 GSM / PREMIUM EMBOSSING / 80, 20 SHEETS

05 LIGHT



50 GSM / PREMIUM EMBOSSING / 80, 20 SHEETS

06 ORIGIN



50 GSM / PREMIUM EMBOSSING / 100 SHEETS

BRAND

BEBESUP FLUSHABLE WIPES

Freshen up with Bebesup Flushable Wipes

Soft, flushable fabric for convenient family use

With probiotics to support and soothe sensitive skin



Flushability
Tested



Dermatologist
tested



Probiotics
(Clean Flushable
Wipes)



Free from 11 Harmful
Ingredients



FSC Certified

01

CLEAN FLUSHABLE WIPES



55 GSM / FLUSHABLE / 80, 42, 20 SHEETS

02

FLUSHABLE WIPES



65 GSM / FLUSHABLE / 48, 20 SHEETS

BRAND

BEBESUP COOL & DRY WIPES

Cool & Dry Deo Tissues

- Remove sweat odor, leaving a fresh, dry feel

Feel fresh anytime, anywhere

Removes sweat odor and sticky residue in one wipe



Dermatologist tested



Instant cooling
with menthol



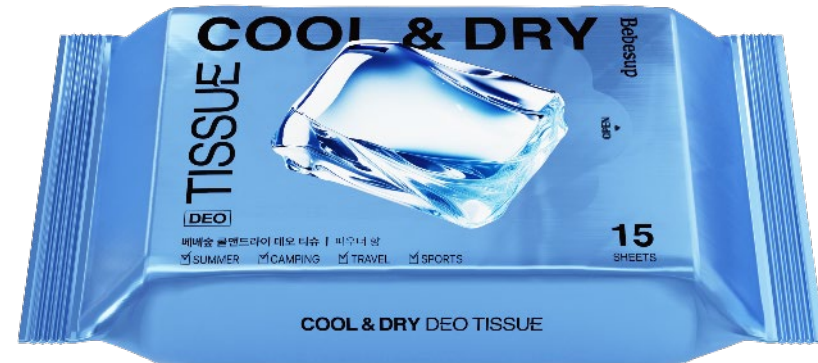
No harmful
ingredients



Forest Management E
nvironmenta Certific
ation

01

BEBESUP COOL & DRY WIPES



50 GSM / PREMIUM EMBOSSING / 15 SHEETS

BRAND

BEBESUP DEODORANT WIPES

Stay Cool, Fresh, and Soft — No Stickiness

Removes sweat odor with subtle fragrance care, leaving a soft, fresh finish

PERFUME&DEO TISSUE



50 GSM / PREMIUM EMBOSSING / 15 SHEETS



99% Pure Water



Dermatologist
tested



Free from 11 Harmful
Ingredients



BRAND

BEBESUP DISPOSABLE TOWEL

Hygienic, convenient, and skin-friendly disposable towel

Made from 100% natural rayon for a soft, irritation-free experience.
A simple and clean solution for everyday use.

FACE TOWEL



75 GSM / 100% RAYON / 50 SHEETS



SGS Verified for
Biodegradability



Plastic Free



Dermatologist
tested

BATH TOWEL



100 GSM / 100% RAYON / 1 SHEETS



BRAND

BEBESUP BABY SKIN CARE

SOOTHING & MOISTURE LINE

A daily skincare line to hydrate and care for dry, moisture-depleted skin



EWG Green Grade
Ingredients



Dermatologically
Tested on
Sensitive Skin



Free from 11
Harmful
Ingredients



Tested for 26
Allergens
(Allergen-Free
Verified)

01 LOTION



300mL

02 TOP TO TOE WASH



300mL

03 INTENSIVE CREAM



200mL

04 SOS SOOTHING GEL



200mL

05 HIP CLEANSER



300mL

BRAND

BEBESUP BABY SKIN CARE

SUN CARE LINE

Protection for everyday outdoor activities

Gentle sun care designed for your child's delicate skin



Awarded the Dermatest "Excellent" rating



EWG GREEN
Formula



Safe for Atopic
Skin



Free of 11
Harmful
Ingredients



Tested Free of 26
Allergenic Ingredients
*Only for certain products

01 UV SUN LOTION



50mL

02 UV SUN STICK



16g

01 EASY-CLEAN SUN CLEANSING TISSUE



60 GSM / PREMIUM EMBOSSING / 10 SHEETS

BRAND

BEBESUP ICAN

For kids and adults alike, ICAN

Convenient, flushable care for the whole family

HAND WASH



Allergen
Free



Dermatologist
tested

FLUSHABLE WIPES



Flushability
Tested



Dermatologist
tested

01 HAND WASH



250ml / 8.45fl oz / Powder / Lemon

02 FLUSHABLE WIPES



65 GSM / FLUSHABLE / 42 SHEETS

BRAND

Full Line up

SIGNATURE



SIGNATURE BLACK HERITAGE
85 GSM / 66 SHEETS



SIGNATURE RED
80 GSM / 70 SHEETS



SIGNATURE BLUE
75 GSM / 70, 32, 20 SHEETS



SIGNATURE GREEN
70 GSM / 70, 20 SHEETS



SIGNATURE BROWN
65 GSM / 70, 20 SHEETS



SIGNATURE BLUE ECO
75 GSM / 70, 20 SHEETS

ORIGINAL



PREMIER
70 GSM / 70, 20 SHEETS



SENSITIVE
65 GSM / 80, 36, 20 SHEETS



SOFT
60 GSM / 80, 20 SHEETS



ZERO
55 GSM / 80, 20 SHEETS



LIGHT
50 GSM / 80, 20 SHEETS



ORIGIN
50 GSM / 100 SHEETS

BIDET



CLEAN FLUSHABLE WIPES
55 GSM / 80, 48, 20 SHEETS



FLUSHABLE WIPES
65 GSM / 48, 20 SHEETS

DEO



PERFUME&DEO
50 GSM / 15 SHEETS



COOL&DRY
50 GSM / 15 SHEETS

TOWEL



FACE TOWEL
75 GSM / 50 SHEETS



BATH TOWEL
100 GSM / 1 SHEETS

HOME



LAUNDRY DETERGENT
(Fragrance Free, Breeze Garden, Cotton & Cream)



FABRIC SOFTENER
(Breeze Garden, Cotton & Cream)



BABY DISHWASHING LIQUID



BABY BOTTLE SOAP



DISHWASHER DETERGENT

SKIN CARE



LOTION
300mL300ml / 10.14 fl.ozl



TOP TO TOE WASH
300mL300ml / 10.14 fl.ozl



INTENSIVE CREAM
200ml / 6.76 fl.oz



SOS SOOTHING GEL
200ml / 6.76 fl.oz



HIP CLEANSER
300mL300ml / 10.14 fl.ozl

SUN CARE



SUN LOTION
50ml / SPF30 / PA+++



SUN STICK
16g / SPF50+ / PA++++



SUN CLEANSING TISSUE
60 GSM / 10 SHEETS

ICAN



HAND WASH



ICAN FLUSHABLE WIPES

A woman and a young boy are running through a field of tall grass. The woman is on the left, wearing a white dress, and the boy is in the center, wearing a white shirt and shorts. They are both smiling and looking towards the right. The background is a soft, out-of-focus landscape with tall grass and a warm, golden light, suggesting a sunset or sunrise. The overall mood is peaceful and happy.

Corporate Social Responsibility

Committed to protecting children's safety and the environment

Bebesup for Baby & Family

We strive to deliver value beyond our products.

Through the 'SAFE-B' project, we support various campaigns to ensure the safety and health of babies.

Through the 'JOY-B' project, we run campaigns that offer comfort and joy to parents who may feel exhausted from childcare. Bebesup continues to create positive changes for babies & families.

SAFE-B Project

A safer world for our little ones.

Safe Night Walks Campaign

Providing Stroller Reflective Stickers for Safety



Support for Premies Campaign

Premature Baby Wipes Edition Proceeds Donated



Missing Child Prevention Campaign

Korea Police x Bebesup Missing Child QR on Packaging



JOY-B Project

Happy parenting, happy parents!

Parenting Wind-Down Campaign

Empathy messages printed on our cups to comfort parents.



Parent-icons Campaign

Designed humorous parenting emojis for chat apps (KakaoTalk)



Bebesup x Haitai

Snack-Inspired, Sweet Moments with Baby Wipes



BRAND

BEBESUP BY THE NUMBERS

Number of Wet Wipes

35 SKUs

Monthly Customers of Bebesup

600,000 +

Annual Sales Volume

**85
million packs +**

* Based on Bebesup data from 2025

THANK YOU