



Goodnites® Launches New Larger Size Nighttime Underwear for Growing Kids

Apr 11, 2025

Now available in size XXL, so more kids can have better nights

CHICAGO, April 11, 2025 /PRNewswire/ -- [Goodnites®](#), the #1 nighttime underwear¹ brand, is announcing the launch of its new XXL size, fitting kids up to 165 lbs. The brand believes bedwetting should not define a child and is proud to better serve the needs of children who experience bedwetting by providing size-inclusive products with outstanding comfort and up to 100% leak-free overnight protection.

Driven by consumer research and insights, Goodnites® continues to innovate to ensure children who experience bedwetting can feel secure and supported with reliable nighttime protection against leaks. While bedwetting, also known as nocturnal enuresis, is more common in younger children, it's not unusual for some to still experience bedwetting beyond the age of seven and into adolescent years. This includes neurodivergent children who may sometimes experience bedwetting for a longer period. Of the one in six children who experience bedwetting, one in 10 has a disability, with Autism and ADHD being the most prevalent².

"Since inventing the nighttime underwear category over three decades ago, Goodnites has thoughtfully designed products with leak protection and an underwear-like experience, so bedwetting is less of a big deal for families," said Aaron Gretebeck, Kimberly-Clark's North American Vice President of Goodnites. "After introducing the XL size in 2021, consumer purchasing behavior and insights have indicated demand for an even larger size. We're proud to continue to expand our product line with the introduction of the XXL size."

Only Goodnites nighttime underwear has five sizes, so more kids can have better nights. The new XXL size is now available at [Amazon](#) and continues to roll-out at retailers nationwide over the next few months. Visit [Goodnites.com](#) to learn more, find the right product for your family's unique needs and discover how Goodnites means a better night.

Goodnites is a proud partner of the [Autism Society of America](#), America's largest and oldest grassroots Autism organization that directly supports over half a million people per year. The partnership aims to educate and support families in the Autism community by providing caretakers with valuable information and resources surrounding bedwetting.

Follow [@goodnites](#) on Instagram, [@goodnites](#) on Facebook and [@goodnitesbrand](#) on TikTok to learn more.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, Goodnites, Intimus, Plenitud, Sweetie, Softex, Viva and WypAll, hold No. 1 or No. 2 share positions in approximately 70 countries. We use sustainable practices that support a healthy planet, build strong communities, and ensure our business thrives for decades to come. We are proud to be recognized as one of the World's Most Ethical Companies® by Ethisphere for the seventh year in a row and one of Fortune's Most Innovative Companies in America in 2024. To keep up with the latest news and to learn more about the company's more than 150-year history of innovation, visit the [Kimberly-Clark website](#).

¹ Youth Pant Category Share Data

² Goodnites Bedwetting Diary Study, ©Burke, Inc. 2021





goodnites
#1 Nighttime Underwear!

Quicksorb[®] Protection
Up to **100% Leak Free**
No matter how your child sleeps™

 **Clinically Proven**
For a better night's sleep*

youth pant category share data
*vs. not using absorbent underwear



120-165 LBS
XXL



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