

Global Diaper Market Report: 2015 Edition

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Abstracts

The use of diapers in most countries is significantly influenced by cultural standards, family practices and income levels. The regional practices influence the distribution of the form of diaper used. Opportunities are increasingly abundant to educate parents on the trends in diapering, as well as the potential hygienic benefits of good diapering practices.

Diapers are classified into two types: disposable diapers and cloth diapers. Cloth diapers are further segmented into nine types namely; flat diaper, prefolds diaper, fitted diaper, contours diaper, shaped diaper, tie-up diaper, pocket diaper, all-in-one diaper and all-in two diaper. Adult diapers and adult absorbent briefs are the chief products of the adult incontinence product segment.

The key factors driving the growth of the diaper market include rising healthcare expenditure, increasing urbanization, decreasing mortality rate among infants, rising popularity of diaper pants, improving living and hygiene standards and acceleration of global aging population. Some of the noteworthy developments of this industry include changing consumer behavior, growing demand for nonwoven fabric napkins, focus on eco- friendly products, and growing number of infants. However, the growth of respective industry is hindered by health hazards, cost fluctuations and social and economic barriers.

The report “Global Diaper Market” offers a comprehensive analysis of the global diaper market, along with an in-depth study of the major regional markets. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The key players in the industry, P&G, Kimberly-Clark Corporation, SCA and Unicharm Corporation are being profiled.

By combining SPSS Inc.’s data integration and analysis capabilities with our relevant

findings, we have predicted the future growth of the market. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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