

North America Adult Incontinence Products Market by Product Type (Diapers, Panty Shields, Under pads, Underwear, and Others), Incontinence Type (Stress Urinary Incontinence, Urge Urinary Incontinence, Overflow Incontinence, and Functional Urinary Incontinence), Distribution Channel (Online, and Offline), and Usage (Disposable, and Reusable): Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The North America adult incontinence products market is expected to reach \$4,238.39 million by 2027, and \$3,168.64 million in 2019, registering a CAGR of 5.4% from 2020 to 2027. The inability to control the evacuative defecation and urination functions of the body is known as incontinence. An incontinence product is used to prevent urine leakage. Incontinence is a widespread condition used to avoid leakage from urine. Adult incontinence products such as under pads, underwear, and briefs, are available in different sizes.

An increase in the adult population in North America fuels the growth of the North America adult incontinence products market. Rise in awareness about adult incontinence products, and significant increase in geriatric population supplement the market growth. An increasing acceptance of adult incontinence products such as under pads, underwear, and brief, to prevent leakage from urine influx, fuels the growth of the North America adult incontinence products market.

An increase in e-commerce retail sales of adult incontinence products in North

American countries leads to the growth of the North America adult incontinence products market. For instance, retail e-commerce revenue in Canada is expected to grow at a rate of 66.2% from 2017- 2024. In addition, both heavy and light incontinence products are available in the market.

However, factors such as embarrassment in using adult incontinence products and rise in concerns toward disposal products are expected to hamper the growth of the North America adult incontinence products market. Conversely, technological innovations in adult incontinence products are anticipated to create lucrative opportunities in the near future.

The North America adult incontinence products market is segmented based on product type, incontinence type, distribution channel, usage, and country. Based on product type, the market is divided into underwear, panty shields, diapers, under pads, and others. Diapers segment generated the highest revenue in 2019. Based on the incontinence type, the market is divided into stress urinary incontinence, urge urinary incontinence, overflow incontinence, and functional urinary incontinence. Stress urinary incontinence segment generated the highest revenue in 2019. Based on distribution channel, the market is bifurcated into online, and offline. Offline segment generated the highest revenue in 2019. Based on usage, the market is bifurcated into disposable and reusable. Disposable segment generated the highest revenue in 2019.

Country wise, the North America adult incontinence products market analysis is conducted across the U.S., Canada, and Mexico. In 2019, U.S. was the highest contributor to the North America adult incontinence products market share.

COMPETITION ANALYSIS

The key players profiled in the North America adult incontinence products market report include Cardinal Health, Inc, Drylock Technologies NV, Domtar Corporation, Essity Aktiebolag (publ), First Quality Enterprises, Inc, Health Care Products, Inc, Kimberly Clarke Corporation, Ontex Group NV, Procter & Gamble, Principle Business Enterprises, Inc.

The major companies in the North America adult incontinence products market adopted acquisition as their key developmental strategies to provide the adult incontinence products market in North America. For instance, in January 2017, Drylock Technologies NV acquired business of Presto Absorbent Products Incorporated (PAPI) in U.S. The acquisition aimed to improve the product portfolio of adult incontinence products in U.S.

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging North America adult incontinence products market trends and dynamics.

In-depth analysis of the market is conducted by adult incontinence products market estimations for the key market segments between 2019 and 2027.

Extensive analysis of the market is conducted by following key product positioning and monitoring of the top competitors within the market framework.

A comprehensive North America adult incontinence products market opportunity analysis of all the countries is also provided in the report.

The North America adult incontinence products market forecast analysis from 2020 to 2027 is included in the report.

The key market players within the market are profiled in this report and their strategies are analyzed thoroughly, which help understand the competitive outlook of the industry.

NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET SEGMENTS

BY PRODUCT TYPE

Diapers

Panty Shields

Under Pads

Underwear

Others

BY INCONTINENCE TYPE

Stress Urinary Incontinence

Urge Urinary Incontinence

Overflow Incontinence

Functional Urinary Incontinence

BY DISTRIBUTION CHANNEL

Online

Offline

BY USAGE

Disposable

Reusable

BY Country

U.S.

Canada

Mexico

KEY PLAYERS

Cardinal Health, Inc.

Drylock Technologies NV

Domtar Corporation

Essity Aktiebolag (Publ)

First Quality Enterprises, Inc.

Health Care Products, Inc.

Kimberly Clark Corporation

Ontex Group NV

Procter & Gamble

Principle Business Enterprises, Inc.

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