

Paper Diaper Market By Product Type (Baby Diaper, Adult Diaper) , By Application (Household, Healthcare Facilities) By Distribution Channel (Supermarkets/Hypermarkets, B2B, Specialty Stores, Pharmacies, Online Sales Channel, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2034

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Abstracts

The paper diaper market was valued at \$65.6 billion in 2023, and is projected to reach \$109.2 billion by 2034, growing at a CAGR of 4.8% from 2024 to 2034.

A paper diaper, also known as a disposable diaper, is a single-use absorbent garment designed for infants or adults to wear around the waist for managing urine and fecal output. The diaper is made from absorbent materials, including a combination of fluff pulp and superabsorbent polymers, which help retain moisture and prevent leakage. It is designed for convenience, allowing caregivers to easily dispose of it after use.

The growth of the global paper diaper market is driven by surge in number of newborns and the rise in prevalence of adult incontinence among the elderly population. A UNICEF report estimated that globally, 385,000 babies are born each day, leading to a significant increase in the demand for diapers. According to a study published by the World Health Organization in 2021, the population aged 60 years and above will reach 2.1 billion by 2050, up from 1 billion in 2020. With rising fertility rate, increasing life expectancy, and higher number of elderly individuals experiencing incontinence, adult diaper demand is projected to grow significantly. In addition, increase in awareness of personal hygiene and infant care has led to higher adoption of disposable diapers, which are perceived as more hygienic compared to reusable cloth diapers. The shift

toward urban living and busy, fast-paced lifestyles further contributes to higher adoption of disposable diapers due to their convenience compared to cloth alternatives. Moreover, as more women enter the workforce, there is a greater demand for convenient, time-saving products like disposable diapers, which helps fuel market expansion. However, disposable diapers are associated with significant waste generation, contributing to landfill problems. For instance, the Environmental Protection Agency (EPA) reported that disposable diapers account for approximately 3.3 million tons of waste annually in the U.S. alone, leading to growing concerns about their environmental impact. Moreover, potential skin irritations and rashes caused by the chemicals used in disposable diapers significantly hamper the market growth. On the contrary, innovations in diaper design, such as improved absorbency, leak protection, and skin-friendly materials, have made disposable diapers more efficient and comfortable, which are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global paper diaper market is segmented into product type, application, distribution channel, and region. On the basis of product type, the market is categorized into baby diaper and adult diaper. As per application, it is classified into household and healthcare facilities. According to distribution channel, it is fragmented into supermarkets/hypermarkets, B2B, specialty stores, pharmacies, online sales channel, and others. Region wise, the paper diaper market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By product type, the paper diaper segment held the highest market share in 2023.

On the basis of application, the household segment was the major shareholder in 2023.

Depending on distribution channel, the pharmacies segment garnered the largest share in 2023.

Region wise, Asia-Pacific dominated the market, in terms of revenue, in 2023.

Competition Analysis

Competitive analysis and profiles of the major players in the global paper diaper market include Procter & Gamble, Kimberly-Clark, Unicharm Corporation, Essity, Ontex, Kao Corporation, First Quality Enterprises, DOMTAR CORPORATION, Hengan

International, and Daio Paper Corporation. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Brands Share Analysis

Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Market share analysis of players at global/region/country level

Per Capita Consumption Trends

Product Consumption Analysis

SWOT Analysis

Key Market Segments

By Product Type

Baby Diaper

Adult Diaper

By Application

Household

Healthcare Facilities

By Distribution Channel

Supermarkets/Hypermarkets

B2B

Specialty Stores

Pharmacies

Online Sales Channel

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Procter & Gamble

kimberly-clark

Unicharm Corporation

Essity

Ontex

Kao Corporation

First Quality Enterprises

DOMTAR CORPORATION

Hengan International

Daio Paper Corporation

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: PAPER DIAPER MARKET, BY PRODUCT TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Product Type
- 4.2. Baby Diaper
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Adult Diaper
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country

CHAPTER 5: PAPER DIAPER MARKET, BY APPLICATION

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Application
- 5.2. Household
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Healthcare Facilities
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country

CHAPTER 6: PAPER DIAPER MARKET, BY DISTRIBUTION CHANNEL

- 6.1. Market Overview
 - 6.1.1 Market Size and Forecast, By Distribution Channel
- 6.2. Supermarkets/Hypermarkets
 - 6.2.1. Key Market Trends, Growth Factors and Opportunities
 - 6.2.2. Market Size and Forecast, By Region
 - 6.2.3. Market Share Analysis, By Country
- 6.3. B2B
 - 6.3.1. Key Market Trends, Growth Factors and Opportunities
 - 6.3.2. Market Size and Forecast, By Region
 - 6.3.3. Market Share Analysis, By Country
- 6.4. Specialty Stores
 - 6.4.1. Key Market Trends, Growth Factors and Opportunities
 - 6.4.2. Market Size and Forecast, By Region
 - 6.4.3. Market Share Analysis, By Country
- 6.5. Pharmacies
 - 6.5.1. Key Market Trends, Growth Factors and Opportunities
 - 6.5.2. Market Size and Forecast, By Region

- 6.5.3. Market Share Analysis, By Country
- 6.6. Online Sales Channel
 - 6.6.1. Key Market Trends, Growth Factors and Opportunities
 - 6.6.2. Market Size and Forecast, By Region
 - 6.6.3. Market Share Analysis, By Country
- 6.7. Others
 - 6.7.1. Key Market Trends, Growth Factors and Opportunities
 - 6.7.2. Market Size and Forecast, By Region
 - 6.7.3. Market Share Analysis, By Country

CHAPTER 7: PAPER DIAPER MARKET, BY REGION

- 7.1. Market Overview
 - 7.1.1 Market Size and Forecast, By Region
- 7.2. North America
 - 7.2.1. Key Market Trends and Opportunities
 - 7.2.2. Market Size and Forecast, By Product Type
 - 7.2.3. Market Size and Forecast, By Application
 - 7.2.4. Market Size and Forecast, By Distribution Channel
 - 7.2.5. Market Size and Forecast, By Country
 - 7.2.6. U.S. Paper Diaper Market
 - 7.2.6.1. Market Size and Forecast, By Product Type
 - 7.2.6.2. Market Size and Forecast, By Application
 - 7.2.6.3. Market Size and Forecast, By Distribution Channel
 - 7.2.7. Canada Paper Diaper Market
 - 7.2.7.1. Market Size and Forecast, By Product Type
 - 7.2.7.2. Market Size and Forecast, By Application
 - 7.2.7.3. Market Size and Forecast, By Distribution Channel
 - 7.2.8. Mexico Paper Diaper Market
 - 7.2.8.1. Market Size and Forecast, By Product Type
 - 7.2.8.2. Market Size and Forecast, By Application
 - 7.2.8.3. Market Size and Forecast, By Distribution Channel
- 7.3. Europe
 - 7.3.1. Key Market Trends and Opportunities
 - 7.3.2. Market Size and Forecast, By Product Type
 - 7.3.3. Market Size and Forecast, By Application
 - 7.3.4. Market Size and Forecast, By Distribution Channel
 - 7.3.5. Market Size and Forecast, By Country
 - 7.3.6. France Paper Diaper Market

- 7.3.6.1. Market Size and Forecast, By Product Type
- 7.3.6.2. Market Size and Forecast, By Application
- 7.3.6.3. Market Size and Forecast, By Distribution Channel
- 7.3.7. Germany Paper Diaper Market
 - 7.3.7.1. Market Size and Forecast, By Product Type
 - 7.3.7.2. Market Size and Forecast, By Application
 - 7.3.7.3. Market Size and Forecast, By Distribution Channel
- 7.3.8. Italy Paper Diaper Market
 - 7.3.8.1. Market Size and Forecast, By Product Type
 - 7.3.8.2. Market Size and Forecast, By Application
 - 7.3.8.3. Market Size and Forecast, By Distribution Channel
- 7.3.9. Spain Paper Diaper Market
 - 7.3.9.1. Market Size and Forecast, By Product Type
 - 7.3.9.2. Market Size and Forecast, By Application
 - 7.3.9.3. Market Size and Forecast, By Distribution Channel
- 7.3.10. UK Paper Diaper Market
 - 7.3.10.1. Market Size and Forecast, By Product Type
 - 7.3.10.2. Market Size and Forecast, By Application
 - 7.3.10.3. Market Size and Forecast, By Distribution Channel
- 7.3.11. Russia Paper Diaper Market
 - 7.3.11.1. Market Size and Forecast, By Product Type
 - 7.3.11.2. Market Size and Forecast, By Application
 - 7.3.11.3. Market Size and Forecast, By Distribution Channel
- 7.3.12. Rest Of Europe Paper Diaper Market
 - 7.3.12.1. Market Size and Forecast, By Product Type
 - 7.3.12.2. Market Size and Forecast, By Application
 - 7.3.12.3. Market Size and Forecast, By Distribution Channel
- 7.4. Asia-Pacific
 - 7.4.1. Key Market Trends and Opportunities
 - 7.4.2. Market Size and Forecast, By Product Type
 - 7.4.3. Market Size and Forecast, By Application
 - 7.4.4. Market Size and Forecast, By Distribution Channel
 - 7.4.5. Market Size and Forecast, By Country
 - 7.4.6. China Paper Diaper Market
 - 7.4.6.1. Market Size and Forecast, By Product Type
 - 7.4.6.2. Market Size and Forecast, By Application
 - 7.4.6.3. Market Size and Forecast, By Distribution Channel
 - 7.4.7. Japan Paper Diaper Market
 - 7.4.7.1. Market Size and Forecast, By Product Type

- 7.4.7.2. Market Size and Forecast, By Application
- 7.4.7.3. Market Size and Forecast, By Distribution Channel
- 7.4.8. India Paper Diaper Market
 - 7.4.8.1. Market Size and Forecast, By Product Type
 - 7.4.8.2. Market Size and Forecast, By Application
 - 7.4.8.3. Market Size and Forecast, By Distribution Channel
- 7.4.9. South Korea Paper Diaper Market
 - 7.4.9.1. Market Size and Forecast, By Product Type
 - 7.4.9.2. Market Size and Forecast, By Application
 - 7.4.9.3. Market Size and Forecast, By Distribution Channel
- 7.4.10. Australia Paper Diaper Market
 - 7.4.10.1. Market Size and Forecast, By Product Type
 - 7.4.10.2. Market Size and Forecast, By Application
 - 7.4.10.3. Market Size and Forecast, By Distribution Channel
- 7.4.11. Thailand Paper Diaper Market
 - 7.4.11.1. Market Size and Forecast, By Product Type
 - 7.4.11.2. Market Size and Forecast, By Application
 - 7.4.11.3. Market Size and Forecast, By Distribution Channel
- 7.4.12. Malaysia Paper Diaper Market
 - 7.4.12.1. Market Size and Forecast, By Product Type
 - 7.4.12.2. Market Size and Forecast, By Application
 - 7.4.12.3. Market Size and Forecast, By Distribution Channel
- 7.4.13. Indonesia Paper Diaper Market
 - 7.4.13.1. Market Size and Forecast, By Product Type
 - 7.4.13.2. Market Size and Forecast, By Application
 - 7.4.13.3. Market Size and Forecast, By Distribution Channel
- 7.4.14. Rest of Asia-Pacific Paper Diaper Market
 - 7.4.14.1. Market Size and Forecast, By Product Type
 - 7.4.14.2. Market Size and Forecast, By Application
 - 7.4.14.3. Market Size and Forecast, By Distribution Channel
- 7.5. LAMEA
 - 7.5.1. Key Market Trends and Opportunities
 - 7.5.2. Market Size and Forecast, By Product Type
 - 7.5.3. Market Size and Forecast, By Application
 - 7.5.4. Market Size and Forecast, By Distribution Channel
 - 7.5.5. Market Size and Forecast, By Country
 - 7.5.6. Brazil Paper Diaper Market
 - 7.5.6.1. Market Size and Forecast, By Product Type
 - 7.5.6.2. Market Size and Forecast, By Application

- 7.5.6.3. Market Size and Forecast, By Distribution Channel
- 7.5.7. South Africa Paper Diaper Market
 - 7.5.7.1. Market Size and Forecast, By Product Type
 - 7.5.7.2. Market Size and Forecast, By Application
 - 7.5.7.3. Market Size and Forecast, By Distribution Channel
- 7.5.8. Saudi Arabia Paper Diaper Market
 - 7.5.8.1. Market Size and Forecast, By Product Type
 - 7.5.8.2. Market Size and Forecast, By Application
 - 7.5.8.3. Market Size and Forecast, By Distribution Channel
- 7.5.9. UAE Paper Diaper Market
 - 7.5.9.1. Market Size and Forecast, By Product Type
 - 7.5.9.2. Market Size and Forecast, By Application
 - 7.5.9.3. Market Size and Forecast, By Distribution Channel
- 7.5.10. Argentina Paper Diaper Market
 - 7.5.10.1. Market Size and Forecast, By Product Type
 - 7.5.10.2. Market Size and Forecast, By Application
 - 7.5.10.3. Market Size and Forecast, By Distribution Channel
- 7.5.11. Rest of LAMEA Paper Diaper Market
 - 7.5.11.1. Market Size and Forecast, By Product Type
 - 7.5.11.2. Market Size and Forecast, By Application
 - 7.5.11.3. Market Size and Forecast, By Distribution Channel

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

- 9.1. Procter And Gamble
 - 9.1.1. Company Overview
 - 9.1.2. Key Executives
 - 9.1.3. Company Snapshot
 - 9.1.4. Operating Business Segments
 - 9.1.5. Product Portfolio

- 9.1.6. Business Performance
- 9.1.7. Key Strategic Moves and Developments
- 9.2. Kimberly-clark
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Operating Business Segments
 - 9.2.5. Product Portfolio
 - 9.2.6. Business Performance
 - 9.2.7. Key Strategic Moves and Developments
- 9.3. Unicharm Corporation
 - 9.3.1. Company Overview
 - 9.3.2. Key Executives
 - 9.3.3. Company Snapshot
 - 9.3.4. Operating Business Segments
 - 9.3.5. Product Portfolio
 - 9.3.6. Business Performance
 - 9.3.7. Key Strategic Moves and Developments
- 9.4. Essity
 - 9.4.1. Company Overview
 - 9.4.2. Key Executives
 - 9.4.3. Company Snapshot
 - 9.4.4. Operating Business Segments
 - 9.4.5. Product Portfolio
 - 9.4.6. Business Performance
 - 9.4.7. Key Strategic Moves and Developments
- 9.5. Ontex
 - 9.5.1. Company Overview
 - 9.5.2. Key Executives
 - 9.5.3. Company Snapshot
 - 9.5.4. Operating Business Segments
 - 9.5.5. Product Portfolio
 - 9.5.6. Business Performance
 - 9.5.7. Key Strategic Moves and Developments
- 9.6. Kao Corporation
 - 9.6.1. Company Overview
 - 9.6.2. Key Executives
 - 9.6.3. Company Snapshot
 - 9.6.4. Operating Business Segments

- 9.6.5. Product Portfolio
- 9.6.6. Business Performance
- 9.6.7. Key Strategic Moves and Developments
- 9.7. First Quality Enterprises
 - 9.7.1. Company Overview
 - 9.7.2. Key Executives
 - 9.7.3. Company Snapshot
 - 9.7.4. Operating Business Segments
 - 9.7.5. Product Portfolio
 - 9.7.6. Business Performance
 - 9.7.7. Key Strategic Moves and Developments
- 9.8. DOMTAR CORPORATION
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot
 - 9.8.4. Operating Business Segments
 - 9.8.5. Product Portfolio
 - 9.8.6. Business Performance
 - 9.8.7. Key Strategic Moves and Developments
- 9.9. Hengan International
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives
 - 9.9.3. Company Snapshot
 - 9.9.4. Operating Business Segments
 - 9.9.5. Product Portfolio
 - 9.9.6. Business Performance
 - 9.9.7. Key Strategic Moves and Developments
- 9.10. Daio Paper Corporation
 - 9.10.1. Company Overview
 - 9.10.2. Key Executives
 - 9.10.3. Company Snapshot
 - 9.10.4. Operating Business Segments
 - 9.10.5. Product Portfolio
 - 9.10.6. Business Performance
 - 9.10.7. Key Strategic Moves and Developments

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