

Global Baby Diapers Market Size study, By Product Type (Cloth Diapers, Disposable Diapers, Training Nappy, Swim Pants, and Biodegradable Diapers), By Size [Small & Extra Small (S & XS), Medium (M), Large (L), and Extra Large (XL)], and By Age Group [Infants (0 - 6 Months), Babies & Young Toddlers (6 - 18 months), Toddlers (18 - 24 months), and Children above 2 years], and Regional Forecasts 2020-2027

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Abstracts

Global Baby Diapers Market is valued approximately at USD 52.64 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 6.3% over the forecast period 2020-2027. Diaper manufacturers are seeing an increase in demand due to population growth, especially in developed countries. To offer better security and safety, parents are now searching for luxury items. Therefore, suppliers of diapers concentrate on making diapers that have highly absorbent and leak-proof diapers. Diaper style advances are also gaining traction as diaper makers are focused on producing more easily absorbable diapers. New fabrics are being used to produce diapers that can easily absorb and over a long period of time give dryness. Moreover, diapers for night and day use are also different, for instance, diapers for night use have an extra layer of absorbent as it is worn for a long time as compared to the diaper worn during the daytime. The high supply of disposable diapers is projected to increase the growth of the sub-segment over the forecast era, along with the related convenience factor. The demand for natural and hygienic goods is pushing suppliers to grow bio-based disposable diapers, which are also expected to fuel consumer demand. This is due to the rise in countries, such as the United States, Germany, France, and the United Kingdom, of several private label labels. Over the coming years, R&D initiatives aimed

at the production of new goods are also likely to spur market growth. The e-commerce industry has been fueled by growing influx of Internet users as an efficient delivery platform for consumer products, which in turn offers multiple growth opportunities for the baby diaper industry. Various manufacturers of baby diapers are adopting the strategy of merger and acquisition to enhance the product portfolio and to gain consumer base. For instance, in July 2019, Pampers launched wearable devices with a new "connected care system" called Lumi that tracks babies' activity through a sensor that attaches to diapers.

The regional analysis of global Baby Diapers Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America accounted for the largest share of the global demand for baby diapers, due to growing awareness among parents of baby hygiene and high human affluence. As they provide improved convenience over cloth diapers, disposable diapers have achieved comparative advantage and broad adoption among U.S. consumers. In comparison, the acceptance of infant diapers in the U.S. has fueled the proliferation of safe, organic, and eco-friendly products. The bank offers disposable kits for emergencies and is affiliated with several organizations which tends to further increase the market share.

Major market player included in this report are:

Bumkins

Fujian Shuangheng Group Co., Ltd.

Hengan International

Johnson & Johnson

Kao Corporation

Kimberly-Clark Corporation

Ontex International N.V

Procter & Gamble Co.

SCA Hygiene Products

Unicharm Corporation.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Cloth Diapers

Disposable Diapers

Training Nappy

Swim Pants

Biodegradable Diapers

By Size:

Small & Extra Small

Medium

Large

Extra-Large

By Age Group:

Infants

Babies & Young Toddlers

Toddlers

Children above 2 years

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Baby Diapers Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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