

Global Underpads Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/GAC4BA9910F5EN.html>

Date: December 2024

Pages: 159

Price: US\$ 2,800.00 (Single User License)

ID: GAC4BA9910F5EN

Abstracts

Report Overview

Underpads, also known as disposable bed pads, are absorbent pads placed on beds or other surfaces to protect against incontinence, bedwetting, or medical procedures. These products are designed to provide comfort, hygiene, and protection for users. The market for underpads is characterized by a growing demand due to an aging population, increasing awareness about hygiene, and the rising prevalence of incontinence issues globally.

The current market size for underpads in 2023 is estimated at USD 800 million. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.70% from 2024 to 2032, reaching USD 1.3 billion by the end of the forecast period. This growth can be attributed to factors such as the increasing elderly population, higher healthcare expenditure, and the growing acceptance of disposable hygiene products.

Several key growth drivers and market forces impact the underpads market. The aging population, particularly in developed regions like North America and Europe, is a significant driver as elderly individuals are more prone to incontinence issues. Additionally, the rise in healthcare facilities, home healthcare services, and the emphasis on infection control in hospitals further drive the demand for underpads. Moreover, the convenience, ease of use, and disposability of underpads make them a preferred choice for caregivers and patients alike.

Analyzing market trends reveals several noteworthy developments. One trend is the increasing adoption of eco-friendly and biodegradable underpads to address environmental concerns. Manufacturers are focusing on sustainable materials and

production processes to cater to environmentally conscious consumers. Another trend is the integration of technological advancements such as moisture sensors and odor control features in premium underpad products, enhancing user experience and comfort.

In terms of regional market distribution, North America and Europe are the leading markets for underpads. The dominance of these regions can be attributed to a higher prevalence of incontinence issues, well-established healthcare infrastructure, and greater awareness about hygiene practices. In Asia-Pacific, the market is rapidly growing due to the increasing geriatric population, improving healthcare facilities, and rising disposable income levels.

However, the underpads market faces challenges such as pricing pressures due to intense competition, regulatory hurdles related to product safety and quality standards, and the need for continuous product innovation to meet evolving consumer preferences. Overcoming these challenges will require companies to invest in research and development, focus on cost-effective manufacturing processes, and strengthen distribution networks to reach a wider customer base.

In conclusion, the underpads market is poised for steady growth driven by demographic trends, technological advancements, and changing consumer preferences. Companies operating in this market need to adapt to evolving market dynamics, capitalize on emerging trends, and address key challenges to maintain a competitive edge and meet the growing demand for underpads globally.

This report provides a deep insight into the global Underpads market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Underpads Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Underpads market in any manner.

Global Underpads Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Medline

Attends Healthcare

Avkare Inc

Becton Dickinson

Briggs Corporation

Cardinal Health

Care Line Inc

Dynarex Corporation

Ehob

Encompass Group

First Quality Products

Fisher Scientific

Fresenius Usa

Getinge Group

Kimberly-Clark Corporation

Medtronic

Patterson Medical

Market Segmentation (by Type)

Disposable

Reusable

Market Segmentation (by Application)

Hospitals

Nursing Homes

Day Care Centers

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

- Industry drivers, restraints, and opportunities covered in the study
- Neutral perspective on the market performance
- Recent industry trends and developments
- Competitive landscape & strategies of key players
- Potential & niche segments and regions exhibiting promising growth covered
- Historical, current, and projected market size, in terms of value
- In-depth analysis of the Underpads Market
- Overview of the regional outlook of the Underpads Market:

Key Reasons to Buy this Report:

- Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
- This enables you to anticipate market changes to remain ahead of your competitors
- You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents
- The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly
- Provision of market value (USD Billion) data for each segment and sub-segment
- Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the

Underpads Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Underpads

1.2 Key Market Segments

1.2.1 Underpads Segment by Type

1.2.2 Underpads Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 UNDERPADS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Underpads Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Underpads Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 UNDERPADS MARKET COMPETITIVE LANDSCAPE

3.1 Global Underpads Sales by Manufacturers (2019-2024)

3.2 Global Underpads Revenue Market Share by Manufacturers (2019-2024)

3.3 Underpads Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Underpads Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Underpads Sales Sites, Area Served, Product Type

3.6 Underpads Market Competitive Situation and Trends

3.6.1 Underpads Market Concentration Rate

3.6.2 Global 5 and 10 Largest Underpads Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 UNDERPADS INDUSTRY CHAIN ANALYSIS

4.1 Underpads Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF UNDERPADS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 UNDERPADS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Underpads Sales Market Share by Type (2019-2024)

6.3 Global Underpads Market Size Market Share by Type (2019-2024)

6.4 Global Underpads Price by Type (2019-2024)

7 UNDERPADS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Underpads Market Sales by Application (2019-2024)

7.3 Global Underpads Market Size (M USD) by Application (2019-2024)

7.4 Global Underpads Sales Growth Rate by Application (2019-2024)

8 UNDERPADS MARKET SALES BY REGION

8.1 Global Underpads Sales by Region

8.1.1 Global Underpads Sales by Region

8.1.2 Global Underpads Sales Market Share by Region

8.2 Global Underpads Market Size by Region

8.2.1 Global Underpads Market Size by Region

8.2.2 Global Underpads Market Size Market Share by Region

8.3 North America

8.3.1 North America Underpads Sales by Country

8.3.2 North America Underpads Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Underpads Sales by Country

8.4.2 Europe Underpads Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Underpads Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Underpads Market Size by Region

8.6.2 Asia Pacific Underpads Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Underpads Sales by Country

8.7.2 South America Underpads Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Underpads Sales by Region

8.8.2 Middle East and Africa Underpads Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 UNDERPADS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Underpads by Region (2019-2024)
- 9.2 Global Underpads Revenue Market Share by Region (2019-2024)
- 9.3 Global Underpads Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Underpads Production
 - 9.4.1 North America Underpads Production Growth Rate (2019-2024)
 - 9.4.2 North America Underpads Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Underpads Production
 - 9.5.1 Europe Underpads Production Growth Rate (2019-2024)
 - 9.5.2 Europe Underpads Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Underpads Production (2019-2024)
 - 9.6.1 Japan Underpads Production Growth Rate (2019-2024)
 - 9.6.2 Japan Underpads Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Underpads Production (2019-2024)
 - 9.7.1 China Underpads Production Growth Rate (2019-2024)
 - 9.7.2 China Underpads Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Medline
 - 10.1.1 Medline Underpads Basic Information
 - 10.1.2 Medline Underpads Product Overview
 - 10.1.3 Medline Underpads Product Market Performance
 - 10.1.4 Medline Business Overview
 - 10.1.5 Medline Underpads SWOT Analysis
 - 10.1.6 Medline Recent Developments
- 10.2 Attends Healthcare
 - 10.2.1 Attends Healthcare Underpads Basic Information
 - 10.2.2 Attends Healthcare Underpads Product Overview
 - 10.2.3 Attends Healthcare Underpads Product Market Performance
 - 10.2.4 Attends Healthcare Business Overview
 - 10.2.5 Attends Healthcare Underpads SWOT Analysis

- 10.2.6 Attends Healthcare Recent Developments
- 10.3 Avkare Inc
 - 10.3.1 Avkare Inc Underpads Basic Information
 - 10.3.2 Avkare Inc Underpads Product Overview
 - 10.3.3 Avkare Inc Underpads Product Market Performance
 - 10.3.4 Avkare Inc Underpads SWOT Analysis
 - 10.3.5 Avkare Inc Business Overview
 - 10.3.6 Avkare Inc Recent Developments
- 10.4 Becton Dickinson
 - 10.4.1 Becton Dickinson Underpads Basic Information
 - 10.4.2 Becton Dickinson Underpads Product Overview
 - 10.4.3 Becton Dickinson Underpads Product Market Performance
 - 10.4.4 Becton Dickinson Business Overview
 - 10.4.5 Becton Dickinson Recent Developments
- 10.5 Briggs Corporation
 - 10.5.1 Briggs Corporation Underpads Basic Information
 - 10.5.2 Briggs Corporation Underpads Product Overview
 - 10.5.3 Briggs Corporation Underpads Product Market Performance
 - 10.5.4 Briggs Corporation Business Overview
 - 10.5.5 Briggs Corporation Recent Developments
- 10.6 Cardinal Health
 - 10.6.1 Cardinal Health Underpads Basic Information
 - 10.6.2 Cardinal Health Underpads Product Overview
 - 10.6.3 Cardinal Health Underpads Product Market Performance
 - 10.6.4 Cardinal Health Business Overview
 - 10.6.5 Cardinal Health Recent Developments
- 10.7 Care Line Inc
 - 10.7.1 Care Line Inc Underpads Basic Information
 - 10.7.2 Care Line Inc Underpads Product Overview
 - 10.7.3 Care Line Inc Underpads Product Market Performance
 - 10.7.4 Care Line Inc Business Overview
 - 10.7.5 Care Line Inc Recent Developments
- 10.8 Dynarex Corporation
 - 10.8.1 Dynarex Corporation Underpads Basic Information
 - 10.8.2 Dynarex Corporation Underpads Product Overview
 - 10.8.3 Dynarex Corporation Underpads Product Market Performance
 - 10.8.4 Dynarex Corporation Business Overview
 - 10.8.5 Dynarex Corporation Recent Developments
- 10.9 Ehob

- 10.9.1 Ehob Underpads Basic Information
- 10.9.2 Ehob Underpads Product Overview
- 10.9.3 Ehob Underpads Product Market Performance
- 10.9.4 Ehob Business Overview
- 10.9.5 Ehob Recent Developments
- 10.10 Encompass Group
 - 10.10.1 Encompass Group Underpads Basic Information
 - 10.10.2 Encompass Group Underpads Product Overview
 - 10.10.3 Encompass Group Underpads Product Market Performance
 - 10.10.4 Encompass Group Business Overview
 - 10.10.5 Encompass Group Recent Developments
- 10.11 First Quality Products
 - 10.11.1 First Quality Products Underpads Basic Information
 - 10.11.2 First Quality Products Underpads Product Overview
 - 10.11.3 First Quality Products Underpads Product Market Performance
 - 10.11.4 First Quality Products Business Overview
 - 10.11.5 First Quality Products Recent Developments
- 10.12 Fisher Scientific
 - 10.12.1 Fisher Scientific Underpads Basic Information
 - 10.12.2 Fisher Scientific Underpads Product Overview
 - 10.12.3 Fisher Scientific Underpads Product Market Performance
 - 10.12.4 Fisher Scientific Business Overview
 - 10.12.5 Fisher Scientific Recent Developments
- 10.13 Fresenius Usa
 - 10.13.1 Fresenius Usa Underpads Basic Information
 - 10.13.2 Fresenius Usa Underpads Product Overview
 - 10.13.3 Fresenius Usa Underpads Product Market Performance
 - 10.13.4 Fresenius Usa Business Overview
 - 10.13.5 Fresenius Usa Recent Developments
- 10.14 Getinge Group
 - 10.14.1 Getinge Group Underpads Basic Information
 - 10.14.2 Getinge Group Underpads Product Overview
 - 10.14.3 Getinge Group Underpads Product Market Performance
 - 10.14.4 Getinge Group Business Overview
 - 10.14.5 Getinge Group Recent Developments
- 10.15 Kimberly-Clark Corporation
 - 10.15.1 Kimberly-Clark Corporation Underpads Basic Information
 - 10.15.2 Kimberly-Clark Corporation Underpads Product Overview
 - 10.15.3 Kimberly-Clark Corporation Underpads Product Market Performance

- 10.15.4 Kimberly-Clark Corporation Business Overview
- 10.15.5 Kimberly-Clark Corporation Recent Developments
- 10.16 Medtronic
 - 10.16.1 Medtronic Underpads Basic Information
 - 10.16.2 Medtronic Underpads Product Overview
 - 10.16.3 Medtronic Underpads Product Market Performance
 - 10.16.4 Medtronic Business Overview
 - 10.16.5 Medtronic Recent Developments
- 10.17 Patterson Medical
 - 10.17.1 Patterson Medical Underpads Basic Information
 - 10.17.2 Patterson Medical Underpads Product Overview
 - 10.17.3 Patterson Medical Underpads Product Market Performance
 - 10.17.4 Patterson Medical Business Overview
 - 10.17.5 Patterson Medical Recent Developments

11 UNDERPADS MARKET FORECAST BY REGION

- 11.1 Global Underpads Market Size Forecast
- 11.2 Global Underpads Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Underpads Market Size Forecast by Country
 - 11.2.3 Asia Pacific Underpads Market Size Forecast by Region
 - 11.2.4 South America Underpads Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Underpads by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Underpads Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Underpads by Type (2025-2032)
 - 12.1.2 Global Underpads Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Underpads by Type (2025-2032)
- 12.2 Global Underpads Market Forecast by Application (2025-2032)
 - 12.2.1 Global Underpads Sales (K Units) Forecast by Application
 - 12.2.2 Global Underpads Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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