

Global Adult Diapers Market:Trends and Opportunities (2013-2018)

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Abstracts

The report titled “Global Adult Diapers Market: Trends and Opportunities (2013-2018)” provides an in-depth analysis of global incontinence products market with focus on adult diapers. The report provides broad coverage of incontinence products in major regions of the world such as Asia-Pacific, North America and Europe. It also accesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the industry in the forecasted period (2013-18). Further, key players of the industry such as Svenska Cellulosa Aktiebolaget (SCA), Kimberly Clark Corporation and Unicharm Corporation are also profiled in the report.

Geographical Coverage

Asia-Pacific (Japan, China, Thailand)

North America

Europe

Company Coverage

Svenska Cellulosa Aktiebolaget (SCA)

Kimberly Clark Corporation

Unicharm Corporation

Executive Summary

Incontinence, classified as a disease by the World Health Organization (WHO) refers to a person's inability to control the evacuative urination or defecation functions of the body. There are three main kinds of urinary incontinence- stress incontinence, urge incontinence and mixed incontinence. Incontinence is three times more common phenomenon in women than men and one-fourth of the world's women aged over 35 are expected to be affected by this at some point of time. Leading incontinence care products include absorbent products such as disposable underwear, adult diapers, under pads; other incontinence supplies, drainage bags; incontinence clamps; incontinence cleaners; deodorizers and skin protectants; urinals and catheters. Various types of absorbent products accounts for major portion of incontinence care product revenues globally.

The global incontinence products market is experiencing surge in demand for adult diapers. Demand for adult diapers has nearly outstripped baby diapers consumption in Japan. Increase in consumption is majorly driven by rise in number of ageing population, high healthcare expenditure, urbanization and increasing awareness. However, factors such as environmental concerns, raw materials price volatility and social and economic constraints of using adult diapers are posing challenge to the growth of the industry. Major trends prevailing in the market are prominence of private label incontinence products, washable incontinence underwear and use of fluff-less diaper.

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