

# **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.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. INCONTINENCE CARE MARKET: OVERVIEW**

#### 2.1 Introduction

#### 2.2 Incontinence Care Products

##### 2.2.1 Absorbent Products

##### 2.2.2 Other Incontinent Supplies

### **3. GLOBAL ADULT DIAPERS MARKET ANALYSIS**

#### 3.1 Global Adult Diapers Market Size

##### 3.1.1 Global Adult Diapers Market Size by Volume (Actual & Forecasted)

##### 3.1.2 Global Adult Diapers Market Size by Value (Actual & Forecasted)

#### 3.2 Global Adult Diapers Market Share

##### 3.2.1 Global Adult Diapers Regional Market Share by Volume

##### 3.2.2 Global Adult Diapers Regional Market Share by Value

##### 3.2.3 Global Incontinence Products Market Share by Competitors (2012)

##### 3.2.4 Global Incontinence Products Market Share by Sales Channel (2012)

### **4. GLOBAL ADULT DIAPERS MARKET REGIONAL ANALYSIS**

#### 4.1 Asia Pacific Adult Diapers Market Size by Volume & Value (Actual & Forecasted)

##### 4.1.1 Japan: Adult Diapers Market Size by Volume & Value (Actual & Forecasted)

##### 4.1.2 China: Adult Diapers Market Size by Volume & Value (Actual & Forecasted)

##### 4.1.3 Thailand: Adult Diapers Market Size by Volume & Value (Actual & Forecasted)

#### 4.2 North America: Adult Diapers Market Size by Volume & Value (Actual & Forecasted)

#### 4.3 Europe: Adult Diapers Market Size by Volume & Value (Actual & Forecasted)

### **5. GLOBAL ADULT DIAPERS MARKET: GROWTH DRIVERS & CHALLENGES**

#### 5.1 Growth Drivers

##### 5.1.1 Ageing Population

##### 5.1.2 Rising Healthcare Expenditure

##### 5.1.3 Urbanization and Increasing Awareness

#### 5.2 Challenges

##### 5.2.1 Environmental Concerns

5.2.2 Price Volatility

5.2.3 Social and Economic Constraints

## **6. GLOBAL ADULT DIAPERS MARKET TRENDS**

6.1 Prominence of Private Label Incontinence Products

6.2 Washable Incontinence Underwear

6.3 Fluff-less Diaper

## **7. GLOBAL ADULT DIAPERS MARKET: PORTER'S FIVE FORCES ANALYSIS**

## **8. COMPETITIVE LANDSCAPE**

## **9. GLOBAL ADULT DIAPERS MARKET: COMPANY PROFILES**

9.1 Svenska Cellulosa Aktiebolaget (SCA)

9.1.1 Business Overview

9.1.2 Financial Overview

9.1.3 Business Strategies

9.2 Kimberly Clark Corporation

9.2.1 Business Overview

9.2.2 Financial Overview

9.2.3 Business Strategies

9.3 Unicharm Corporation

9.3.1 Business Overview

9.3.2 Financial Overview

9.3.3 Business Strategies

## List Of Figures

### LIST OF FIGURES

Figure 1: Incontinence Care Products Classification

Figure 2: Incontinence Care Products Market Share by Revenue (2012)

Table 1: Adult Incontinence Product Description & Features

Figure 3: Global Adult Diapers Market Size by Volume, 2008-12 (Billion Units)

Figure 4: Global Adult Diapers Market Size by Volume Forecasted, 2013E-18E (Billion Units)

Figure 5: Global Adult Diapers Market Size by Value, 2008-12 (US\$ Billions)

Figure 6: Global Adult Diapers Market Size by Value Forecasted, 2013E-18E (US\$ Billions)

Figure 7: Global Adult Diapers Regional Market Share by Volume (2012)

Figure 8: Global Adult Diapers Regional Market Share by Value (2012)

Figure 9: Global Incontinence Products Market Share by Competitors (2012)

Figure 10: Global Incontinence Products Market Share by Sales Channel (2012)

Figure 11: Asia Pacific Adult Diapers Market Size by Volume, 2008-12 (Billion Units)

Figure 12: Asia Pacific Adult Diapers Market Size by Volume Forecasted, 2013E-18E (Billion Units)

Figure 13: Asia Pacific Adult Diapers Market Size by Value, 2008-12 (US\$ Billions)

Figure 14: Asia Pacific Adult Diapers Market Size by Value Forecasted, 2013E-18E (US\$ Billions)

Figure 15: Japan Adult Diapers Market Size by Volume, 2008-12 (Billion Units)

Figure 16: Japan Adult Diapers Market Size by Volume Forecasted, 2013E-18E (Billion Units)

Figure 17: Japan Adult Diapers Market Size by Value, 2008-12 (US\$ Billions)

Figure 18: Japan Adult Diapers Market Size by Value Forecasted, 2013E-18E (US\$ Billions)

Figure 19: Light Incontinence Product Share by Category in Japan (2012)

Figure 20: Chinese Adult Diapers Market Size by Volume, 2008-12 (Million Units)

Figure 21: Chinese Adult Diapers Market Size by Volume Forecasted, 2013E-18E (Million Units)

Figure 22: Chinese Adult Diapers Market Size by Value, 2008-12 (US\$ Millions)

Figure 23: Chinese Adult Diapers Market Size by Value Forecasted, 2013E-18E (US\$ Millions)

Figure 24: Thailand Adult Diapers Market Size by Volume, 2008-12 (Million Units)

Figure 25: Thailand Adult Diapers Market Size by Volume Forecasted, 2013E-18E (Million Units)

Figure 26: Thailand Adult Diapers Market Size by Value, 2008-12 (US\$ Millions)

Figure 27: Thailand Adult Diapers Market Size by Value Forecasted, 2013E-18E (US\$ Millions)

Figure 28: North America Adult Diapers Market Size by Volume, 2008-12 (Billion Units)

Figure 29: North America Adult Diapers Market Size by Volume Forecasted, 2013E-18E (Billion Units)

Figure 30: North America Adult Diapers Market Size by Value, 2008-12 (US\$ Billions)

Figure 31: North America Adult Diapers Market Size by Value Forecasted, 2013E-18E (US\$ Billions)

Figure 32: Europe Adult Diapers Market Size by Volume, 2008-12 (Million Units)

Figure 33: Europe Adult Diapers Market Size by Volume Forecast, 2013E-18E (Million Units)

Figure 34: Europe Adult Diapers Market Size by Value, 2008-12 (US\$ Millions)

Figure 35: Europe Adult Diapers Market Size by Value Forecasted, 2013E-18E (US\$ Millions)

Figure 36: Global Ageing Population (Aged 65+), 2008-12 (Millions)

Figure 37: Global Healthcare Expenditure Per Capita, 2008-12 (US\$)

Figure 38: Global Urban Population, 2007-12 (Billion)

Figure 39: Diapers Market Supply Chain

Figure 40: Adult Incontinence Retail Market Share in the U.S. (2012)

Figure 41: Porter's Five Forces Analysis of Global Adult Diaper Market

Table 2: World's Top Ten Adult Diaper Brands

Table 3: Global Incontinence Care Competitors Ranking (2012)

Figure 42: Europe Incontinence Care Market Revenue Share by Competitors (2012)

Figure 43: Adult Incontinence Market Share by Players at Retail in the U.S. (2012)

Figure 44: Chinese Incontinence Care Market Share by Competitors (2012)

Table 4: Incontinence Care Market Share by Competitors in Japan, 2010-12

Figure 45: SCA Revenue by Business Segment (2012)

Figure 46: SCA Net Sales, 2010-13 (US\$ Billions)

Figure 47: Kimberly-Clark Revenue Share by Business Segment (2012)

Figure 48: Kimberly-Clark Personal Care Business Segment Revenue, 2010-12 (US\$ Billions)

Figure 49: Unicharm Corporation Revenue Share by Business Segment (FY13)

Figure 50: Unicharm Corporation Personal Care Business Division Net Sales, FY09-FY13 (US\$ Billions)

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