

# **Global Diaper (Adult and Baby Diaper) Market: Analysis By Product Type, By Distribution Channel, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026**

<https://marketpublishers.com/r/G47228B4010BEN.html>

Date: May 2022

Pages: 149

Price: US\$ 2,250.00 (Single User License)

ID: G47228B4010BEN

## **Abstracts**

The global diaper market in 2021 was valued at US\$83.85 billion, and is likely to reach US\$127.54 billion by 2026. Diaper is often worn by babies as well as adults suffering from abnormal health conditions such as diarrhea, incontinence, mobility impairment, or dementia.

Diaper is defined as a soft absorbent fabric or clothing worn by users that enable the user to urinate or secrete without the utilization of toilets. Globally, the diaper industry is growing, owing to the increasing awareness about personal and baby hygiene. At the moment, high birth rates in emerging countries and growth in numbers of aging population in developed countries are propelling the demand for diaper. The diaper has been gaining its popularity predominantly due to increase in female participation in labor force and increased awareness about personal hygiene and infant hygiene, especially in North America. The diaper market is expected to grow at a CAGR of 8.75% during the forecast period of 2022-2026.

### **Market Segmentation Analysis:**

**By Segment:** The report divides the global diaper market into two different categories based on the type of users: baby diapers, and adult diapers. The baby diaper space segment held the highest share of 80.5% in 2021, as parents are becoming more aware of the need of newborn cleanliness.

**By Product Type:** The report splits the both baby diaper market and adult diaper market

into four different types based on the type of product: baby diapers (disposable diaper, training nappies, cloth diapers, and others) and adult diaper (pant type diapers, pad type diapers, tape type diapers, and others). Disposable diaper segment holds more than half of the share in baby diaper market in 2021, while tape type adult diaper segment is the fastest growing segment with a CAGR of more than 14% during forecast period, due to the rapid advancement in the tape type adult diaper.

**By Distribution Channel:** The market report has segmented the adult and baby diaper markets into two segments on the basis of distribution channel: offline and online. In both markets, the fastest growing category is online, with a CAGR of roughly 10% for the baby diaper industry and over 13% for the adult diaper market.

**By Region:** According to the report, the global market can be divided into five major regions, on the basis of geographical areas: North America (The US, Canada, and Mexico), Latin America & MEA (Brazil and Rest of Latin America & MEA), Asia Pacific (China, India, Indonesia, Japan, Australia, and Rest of Asia Pacific), and Europe (UK, Germany, France, Spain and Rest of Europe). The North American baby diaper market enjoyed the largest share of 32% of the global market in 2021, primarily owing to the region's high literacy rates and widespread awareness of personal hygiene. On the other hand, the Asia Pacific adult diaper market is the emerging region in the global market, growing at a CAGR of 17% due to the rising number of cases of urine incontinence in Asian countries such as China, Japan, and India.

#### Global Diaper Market Dynamics:

**Growth Drivers:** The increase in the number of working women provides a chance for countries to expand their workforce and achieve greater economic growth, as a result the disposable income will increase, thereby propelling the diaper market growth. Further, the market has been expanding during the past few years, owing to factors such as, aging population, increase in urban population, high birth rate in emerging countries and delayed toilet training of children in developed countries.

**Challenges:** Growing health concern due to the presence of harmful chemicals in the baby diapers is projected to restrict market growth.

**Trends:** Rising environment concerns represents a key factor driving the demand of biodegradable diapers. Biodegradable diapers are made from biodegradable fibers such as cotton, bamboo, starch, etc. These are eco-friendly in nature and safe for babies as these are chemical free. The demand for biodegradable diaper will drive the overall

diaper market in coming years. More trends in the market are believed to grow the diaper market during the forecasted period, which may include continuous research and development (R&D) activities, increasing focus on ingredient transparency, and smart diaper.

#### Impact Analysis of COVID-19 and Way Forward:

The COVID-19 pandemic had a mixed impact on the global diaper market. As a result of the pandemic, an increase in demand for diaper was observed especially in baby diaper market. The impact of prolonged lockdown had created a sudden gap in supply and demand of the diaper industry. The COVID-19 created awareness about eco-friendly products and usage of adult diaper was redefined. In the coming years, the market is predicted to grow at a faster rate and recover to the pre-COVID marks. With the increased understanding of the benefits of adult diapers, large number of private companies involvement in adult diaper industry, and changes in marketing techniques has been observed in the industry.

#### Competitive Landscape and Recent Developments:

The global diaper market is highly fragmented. However, country specific diaper market such as Indonesia and Japan are found to be dominated. The involvement of leading consumer goods players who have identified the market's tremendous potential and control the bulk of the revenue share. The market is expanding and shifting in response to customer demand for sanitary and quick-drying, absorbing, and leak technology advances, as the market provides a chance for businesses to capture sales from a more diverse range of consumers. To acquire significant market traction, established corporations have been inventing new technologies and experimenting with natural substances.

The key players of the global diaper market are:

The Procter & Gamble Company

Johnson & Johnson Inc.

Unicharm Corporation

Kimberly-Clark Corporation

Essity Aktiebolag

Ontex Group

Hengan International Group Company Ltd

Nobel Hygiene

Bumkins

## Scope of the Report

The report titled “Global Diaper (Adult and Baby Diaper) Market: Analysis By Product Type, By Distribution Channel, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026”, includes:

An in-depth analysis of the global diaper market by product type, by distribution channel, by region, etc.

The regional analysis of the baby and adult diaper market, including the following regions:

North America (The US, Canada, and Mexico)

Latin America & MEA (Brazil and Rest of Latin America & MEA)

Asia Pacific (China, India, Indonesia, Japan, Australia, and Rest of Asia Pacific)

Europe (UK, Germany, France, Spain and Rest of Europe)

Comprehensive information about emerging markets. This report analyses the market for various segments across geographies.

Provides an analysis of the COVID-19 impact on the global diaper market, with post COVID impact analysis.

Assesses the key opportunities in the market and outlines the factors that are

and will be driving the growth of the industry. Growth of the overall diaper market has also been forecasted for the period 2022-2026, taking into consideration the previous growth patterns, the growth drivers, and the current and future trends.

Evaluation of the potential role of diaper services to improve the market status.

Identification of new technological developments, R&D activities, and product launches occurring in the diaper market

In-depth profiling of the key players, including the assessment of the business overview, market strategies, regional and business segments of the leading players in the market.

The recent developments, mergers and acquisitions related to mentioned key players are provided in the market report.

The report provides in-depth analysis of the market, underlining the growth rate and opportunities offered in the business.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

2.1 Diapers: An Overview

2.2 Diaper: Segmentation

### 3. GLOBAL MARKET ANALYSIS

3.1 Global Diaper Market: An Analysis

3.1.1 Global Diaper Market by Value

3.1.2 Global Diaper Market by End-User (Baby Diapers, and Adult Diapers)

3.2 Global Baby Diaper Market: An Analysis

3.2.1 Global Baby Diaper Market by Value

3.2.2 Global Baby Diaper Market by Region (North America, Latin America & MEA, Asia Pacific, and Europe)

3.2.3 Global Baby Diaper Market by Product Type (Disposable Diaper, Training Nappies, Cloth Diapers, and Others)

3.2.4 Global Baby Diaper Market by Distribution Channel (Offline, and Online)

3.3 Global Baby Diaper Market: Product Type Analysis

3.3.1 Global Disposable Baby Diaper Market by Value

3.3.2 Global Training Nappies Market by Value

3.3.3 Global Cloth Baby Diaper Market by Value

3.4 Global Baby Diaper Market: Distribution Channel Analysis

3.4.1 Global Offline Baby Diaper Market by Value

3.4.2 Global Online Baby Diaper Market by Value

3.5 Global Adult Diaper Market: An Analysis

3.5.1 Global Adult Diaper Market by Value

3.5.2 Global Adult Diaper Market by Region (Latin America & MEA, Asia Pacific, Europe and North America)

3.5.3 Global Adult Diaper Market by Product Type (Pant Type Diapers, Pad Type Diapers, Tape Type Diapers, and Others)

3.5.4 Global Adult Diaper Market by Distribution Channel (Offline, and Online)

3.6 Global Adult Diaper Market: Product Type Analysis

3.6.1 Global Pant Type Adult Diaper Market by Value

3.6.2 Global Pad Type Adult Diaper Market by Value

3.6.3 Global Tape Type Adult Diaper Market by Value

### 3.7 Global Adult Diaper Market: Distribution Channel Analysis

#### 3.7.1 Global Offline Adult Diaper Market by Value

#### 3.7.2 Global Online Adult Diaper Market by Value

### 3.8 Global Smart Diaper Market: An Analysis

#### 3.8.1 Global Smart Diaper Market by Value

#### 3.8.2 Global Smart Diaper Market by End-User (Baby Diapers, and Adult Diapers)

## 4. REGIONAL MARKET ANALYSIS

### 4.1 North America Diaper Market: An Analysis

#### 4.1.1 North America Baby Diaper Market by Value

#### 4.1.2 North America Baby Diaper Market by Region (The US, Canada, and Mexico)

#### 4.1.3 The US Baby Diaper Market by Value

#### 4.1.4 Mexico Baby Diaper Market by Value

#### 4.1.5 Canada Baby Diaper Market by Value

#### 4.1.6 North America Adult Diaper Market by Value

### 4.2 Latin America & Middle East Africa Diaper Market: An Analysis

#### 4.2.1 Latin America & Middle East Africa Baby Diaper Market by Value

#### 4.2.2 Latin America & Middle East Africa Baby Diaper Market by Region (Brazil and Rest of Latin America & MEA)

#### 4.2.3 Brazil Baby Diaper Market by Value

#### 4.2.4 Latin America & Middle East Africa Adult Diaper Market by Value

### 4.3 Asia Pacific Diaper Market: An Analysis

#### 4.3.1 Asia Pacific Baby Diaper Market by Value

#### 4.3.2 Asia Pacific Baby Diaper Market by Region (China, India, Indonesia, Japan, Australia, and Rest of Asia Pacific)

#### 4.3.3 China Baby Diaper Market by Value

#### 4.3.4 India Baby Diaper Market by Value

#### 4.3.5 Indonesia Baby Diaper Market by Value

#### 4.3.6 Japan Baby Diaper Market by Value

#### 4.3.7 Australia Baby Diaper Market by Value

#### 4.3.8 Asia Pacific Adult Diaper Market by Value

### 4.4 Europe Diaper Market: An Analysis

#### 4.4.1 Europe Baby Diaper Market by Value

#### 4.4.2 Europe Baby Diaper Market by Region (UK, Germany, France, Spain and Rest of Europe)

#### 4.4.3 UK Baby Diaper Market by Value

#### 4.4.4 Germany Baby Diaper Market by Value

#### 4.4.5 France Baby Diaper Market by Value



4.4.6 Spain Baby Diaper Market by Value

4.4.7 Europe Adult Diaper Market by Value

## **5. IMPACT OF COVID-19**

5.1 Impact of COVID-19 on Global Diaper Market

5.1.1 Impact on Global Baby Diaper Market

5.1.2 Impact on Global Adult Diaper Market

5.2 Post COVID-19 on Global Diaper Market

## **6. MARKET DYNAMICS**

6.1 Growth Drivers

6.1.1 Growing Number of Working Women

6.1.2 Growing Number of Geriatric Population

6.1.3 Rapid Urbanization

6.1.4 High Birth Rates in Emerging Economies

6.2 Challenges

6.2.1 Outbreak of Skin Rashes

6.3 Market Trends

6.3.1 Smart Diapers

6.3.2 Increasing Focus on Ingredient Transparency

6.3.3 Continuous Research and Development (R&D) Activities

6.3.4 Rise in the Demand for Biodegradable Diapers

## **7. COMPETITIVE LANDSCAPE**

7.1 Indonesia Diaper Market: Players Analysis

7.1.1 Indonesia Baby Diaper Players by Market Share

7.2 Japan Diaper Market: Players Analysis

7.2.1 Japan Baby Diaper Players by Market Share

7.2.2 Japan Adult Diaper Players by Market Share

## **8. COMPANY PROFILES**

8.1 The Procter & Gamble Company

8.1.1 Business Overview

8.1.2 Operating Segments

8.1.3 Business Strategy



- 8.2 Johnson & Johnson Inc.
  - 8.2.1 Business Overview
  - 8.2.2 Operating Segments
  - 8.2.3 Business Strategies
- 8.3 Unicharm Corporation
  - 8.3.1 Business Overview
  - 8.3.2 Operating Segments
  - 8.3.3 Business Strategies
- 8.4 Kimberly-Clark Corporation
  - 8.4.1 Business Overview
  - 8.4.2 Operating Segments
  - 8.4.3 Business Strategy
- 8.5 Essity Aktiebolag
  - 8.5.1 Business Overview
  - 8.5.2 Operating Segments
  - 8.5.3 Business Strategy
- 8.6 Ontex Group
  - 8.6.1 Business Overview
  - 8.6.2 Operating Segments
  - 8.6.3 Business Strategy
- 8.7 Hengan International Group Company Ltd
  - 8.7.1 Business Overview
  - 8.7.2 Operating Segments
  - 8.7.3 Business Strategy
- 8.8 Nobel Hygiene
  - 8.8.1 Business Overview
  - 8.8.2 Business Strategy
- 8.9 Bumkins
  - 8.9.1 Business Overview
  - 8.9.2 Business Strategy

## List Of Figures

### LIST OF FIGURES

- Figure 1: Advantages of Diaper
- Figure 2: Diaper Segmentation
- Figure 3: Global Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 4: Global Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 5: Global Diaper Market by End-User; 2021 (Percentage, %)
- Figure 6: Global Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 7: Global Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 8: Global Baby Diaper Market by Region; 2021 (Percentage, %)
- Figure 9: Global Baby Diaper Market by Product Type; 2021 (Percentage, %)
- Figure 10: Global Baby Diaper Market by Distribution Channel; 2021 (Percentage, %)
- Figure 11: Global Disposable Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 12: Global Disposable Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 13: Global Training Nappies Market by Value; 2017-2021 (US\$ Billion)
- Figure 14: Global Training Nappies Market by Value; 2022-2026 (US\$ Billion)
- Figure 15: Global Cloth Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 16: Global Baby Cloth Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 17: Global Offline Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 18: Global Offline Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 19: Global Online Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 20: Global Online Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 21: Global Adult Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 22: Global Adult Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 23: Global Adult Diaper Market by Region; 2021 (Percentage, %)
- Figure 24: Global Adult Diaper Market by Product Type; 2021 (Percentage, %)
- Figure 25: Global Adult Diaper Market by Distribution Channel; 2021 (Percentage, %)
- Figure 26: Global Pant Type Adult Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 27: Global Pant Type Adult Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 28: Global Pad Type Adult Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 29: Global Pad Type Adult Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 30: Global Tape Type Adult Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 31: Global Tape Type Adult Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 32: Global Offline Adult Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 33: Global Offline Adult Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 34: Global Online Adult Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 35: Global Online Adult Diaper Market by Value; 2022-2026 (US\$ Billion)

- Figure 36: Global Smart Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 37: Global Smart Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 38: Global Smart Diaper Market by End-User; 2021 (Percentage, %)
- Figure 39: North America Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 40: North America Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 41: North America Baby Diaper Market by Region; 2021 (Percentage, %)
- Figure 42: The US Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 43: The US Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 44: Mexico Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 45: Mexico Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 46: Canada Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 47: Canada Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 48: North America Adult Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 49: North America Adult Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 50: Latin America & Middle East Africa Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 51: Latin America & Middle East Africa Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 52: Latin America & Middle East Africa Baby Diaper Market by Region; 2021 (Percentage, %)
- Figure 53: Brazil Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 54: Brazil Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 55: Latin America & Middle East Africa Adult Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 56: Latin America & Middle East Africa Adult Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 57: Asia Pacific Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 58: Asia Pacific Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 59: Asia Pacific Baby Diaper Market by Region; 2021 (Percentage, %)
- Figure 60: China Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 61: China Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 62: India Baby Diaper Market by Value; 2017- 2021 (US\$ Billion)
- Figure 63: India Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 64: Indonesia Baby Diaper Market by Value; 2017- 2021 (US\$ Million)
- Figure 65: Indonesia Baby Diaper Market by Value; 2022-2026 (US\$ Million)
- Figure 66: Japan Baby Diaper Market by Value; 2017- 2021 (US\$ Million)
- Figure 67: Japan Baby Diaper Market by Value; 2022-2026 (US\$ Million)
- Figure 68: Australia Baby Diaper Market by Value; 2017- 2021 (US\$ Million)
- Figure 69: Australia Baby Diaper Market by Value; 2022-2026 (US\$ Million)

- Figure 70: Asia Pacific Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 71: Asia Pacific Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 72: Europe Baby Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 73: Europe Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 74: Europe Baby Diaper Market by Region; 2021 (Percentage, %)
- Figure 75: UK Baby Diaper Market by Value; 2017- 2021 (US\$ Billion)
- Figure 76: UK Baby Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 77: Germany Baby Diaper Market by Value; 2017- 2021 (US\$ Million)
- Figure 78: Germany Baby Diaper Market by Value; 2022-2026 (US\$ Million)
- Figure 79: France Baby Diaper Market by Value; 2017- 2021 (US\$ Million)
- Figure 80: France Baby Diaper Market by Value; 2022-2026 (US\$ Million)
- Figure 81: Spain Baby Diaper Market by Value; 2017- 2021 (US\$ Million)
- Figure 82: Spain Baby Diaper Market by Value; 2022-2026 (US\$ Million)
- Figure 83: Europe Adult Diaper Market by Value; 2017-2021 (US\$ Billion)
- Figure 84: Europe Adult Diaper Market by Value; 2022-2026 (US\$ Billion)
- Figure 85: Number of Female Workforce in Selected Countries; 2017 & 2021 (Thousand)
- Figure 86: Global Population Ages 65 and above; 2015-2020 (% of Total Population)
- Figure 87: Total Urban Population by Group Economies; 2015-2050 (Million)
- Figure 88: Indonesia Baby Diaper Players by Market Share; 2021
- Figure 89: Japan Baby Diaper Players by Market Share; 2021
- Figure 90: Japan Adult Diaper Players by Market Share; 2021
- Figure 91: The Procter & Gamble Company Net Sales by Segments; 2021 (Percentage, %)
- Figure 92: Johnson & Johnson Inc. Sales to Customers by Segments; 2021 (Percentage, %)
- Figure 93: Unicharm Corporation Net Sales by Segments; 2020
- Figure 94: Kimberly-Clark Corporation Net Sales by Segments; 2021 (Percentage, %)
- Figure 95: Essity Aktiebolag Net Sales by Business Areas; 2021 (Percentage, %)
- Figure 96: Ontex Group Revenue by Product Group; 2021 (Percentage, %)
- Figure 97: Hengan International Group Company Ltd Revenue by Products; 2021 (Percentage, %)

## I would like to order

Product name: Global Diaper (Adult and Baby Diaper) Market: Analysis By Product Type, By Distribution Channel, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026

Product link: <https://marketpublishers.com/r/G47228B4010BEN.html>

Price: US\$ 2,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G47228B4010BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

