

# Global Diaper Market with Focus on Baby & Adult Diapers: Size, Trends and Forecasts (2016-2020)

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## Abstracts

### Scope of the Report

The report titled “Global Diaper Market with Focus on Baby & Adult Diapers: Size, Trends and Forecasts (2016-2020) provides an in-depth analysis of the global diaper market by value. The report also represents an insight of global diaper market by products, by region and by sales channel etc.

The report also provides detailed analysis of baby diaper as well as adult diaper market by value, major players of the market and market share by region.

A detailed analysis of Asia Diaper market has also been provided in the report. Furthermore, the report assesses the key opportunities available in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global diaper market has also been forecasted for the period 2016-2020 taking into considerations the previous growth patterns, the growth drivers and the current and future trends.

A brief company profiling of top players of the market namely Unicharm Corporation, Proctor & Gamble (P&G), Kimberly-Clark and Hengan has been provide in the report on the basis of attributes like business overview, financial overview and business strategies adopted by these companies in order to increase their share in the market.

### Country Coverage

Asia

## **Company Coverage**

Unicharm Corporation

Proctor & Gamble (P&G)

Kimberley-Clark

Hengan International Group Company Limited

## **Executive Summary**

There are two categories of diapers available in the market namely baby diaper and adult diaper. Adult diapers are used by adults who are suffering from the problem of urinary incontinence. This is one of the embarrassing problem adults are facing these days. A number of adult diapers are available in the market of various size and capacities. Popular diapers available in the market are: prefolds diaper, all-in-one diaper and counter diaper etc.

The projections are made that the global diaper market would rise in the forecasted period i.e. 2016 to 2020 tremendously. Global diaper market is expected to increase due to rising disposable income of population in emerging economies, launch of eco-friendly diapers in the market, rising ageing population and increasing number of e-commerce stores etc. Yet the market is facing some challenges which constraint the growth of the market. Some of the challenges are rising health & environment concern, social and economic constraints of using adult diapers and falling fertility rate in developed countries.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

#### 2.1 Overview of Diapers

##### 2.1.1 Baby Diaper Types

Prefold Cloth Diaper

Fitted Cloth Diaper

Pocket Diaper

All-in-One Cloth Diaper

Hybrid Cloth Diaper

##### 2.1.2 Adult Diaper Types

All-in-One Cloth Diaper

Contour Cloth Diaper

Waterproof Pants

Disposable Adult Diaper

Adult Swim Diaper

##### 2.1.3 Top 5 Global Brands of Baby Diaper

### 3. GLOBAL MARKET ANALYSIS

#### 3.1 Global Hygiene Market: An Analysis

##### 3.1.1 Global Hygiene Market by End Users

#### 3.2 Global Diaper Market: An Analysis

##### 3.2.1 Global Diaper market by Value

##### 3.2.2 Global Diaper Market by Product Type

##### 3.2.3 Global Diaper Market Share by Sales Channel

#### 3.3 Global Baby Diaper Market: An Analysis

##### 3.3.1 Global Baby Diaper Market Share by Region

##### 3.3.2 Per Infant Usage of baby Diapers

##### 3.3.3 Global Baby Diaper Market Share by Players

#### 3.4 Global Adult Incontinence Market: An Analysis

##### 3.4.1 Global Adult Incontinence Market Share by Region

##### 3.4.2 Per Elderly Usage of Incontinence Products

##### 3.4.3 Global Adult Incontinence Market Share by Players

### 4. REGION/COUNTRY ANALYSIS

#### 4.1 Asia Diaper Market: An Analysis

- 4.1.1 Asia Diaper Market by Value
- 4.1.2 Asia Baby Diaper Market by Value
- 4.1.3 Asia Baby Diaper Penetration Rate
- 4.1.4 Asia Baby Diaper Addressable Population
- 4.1.5 Asia Adult Incontinence Market by Value
- 4.1.6 Asia Adult Incontinence Penetration Rate
- 4.1.7 Asia Adult Incontinence Addressable Population

### **5. MARKET DYNAMICS**

#### 5.1 Growth Drivers

- 5.1.1 Increasing Infant and Toddler Population
- 5.1.2 Rising Disposable Income
- 5.1.3 Increasing Healthcare Expenditure
- 5.1.4 Rising Adoption & Usage
- 5.1.5 Increasing Number of Women in Workforce
- 5.1.6 Increasing Affordability
- 5.1.7 Technological Advancements

#### 5.2 Challenges

- 5.2.1 Falling Fertility Rate in Developed Countries
- 5.2.2 Rising Environmental and Health Concern
- 5.2.3 Social Constraints of Using Adult Diapers

#### 5.3 Market Trends

- 5.3.1 Introduction of Eco-Friendly Diapers
- 5.3.2 Introduction of Premium Baby Diapers
- 5.3.3 Newly Launched E-Commerce Stores
- 5.3.4 Increasing Demand for Nonwoven Fabric
- 5.3.5 Increasing Influence on Source of Information

### **6. COMPETITIVE LANDSCAPE**

### **7. COMPANY PROFILING**

#### 7.1 Unicharm Corporation

- 7.1.1 Business Overview
- 7.1.2 Financial Overview
- 7.1.3 Business Strategy

## 7.2 Proctor & Gamble (P&G)

7.2.1 Business Overview

7.2.2 Financial Overview

7.2.3 Business Strategy

## 7.3 Kimberly-Clark

7.3.1 Business Overview

7.3.2 Financial Overview

7.3.3 Business Strategy

## 7.4 Hengan International Group Company Limited

7.4.1 Business Overview

7.4.2 Financial Overview

7.4.3 Business Strategy

## List Of Figures

### LIST OF FIGURES

- Figure 1: Types of Baby Diaper
- Figure 2: Types of Adult Diaper
- Table 1: Global Top 5 Brands of Baby Diaper; 2015
- Figure 3: Global Hygiene Market Share by End Users; 2015
- Figure 4: Global Diaper Market by Value; 2010-2015E (US\$ Billion)
- Figure 5: Global Diaper Market by Value; 2016E-2020E (US\$ Billion)
- Figure 6: Global Diaper Market by Product Type; 2014
- Figure 7: Global Diaper Market Share by Sales Channel; 2014
- Figure 8: Global Baby Diaper Market Share by Region; 2015
- Figure 9: Per Infant Usage of Baby Diapers; 2015
- Figure 10: Global Baby Diaper Market Share by Players; 2014
- Figure 11: Global Adult Incontinence Market Share by Region; 2015
- Figure 12: Per Elderly Usage of Incontinence Products; 2015
- Figure 13: Global Adult Incontinence Market Share by Players; 2014
- Figure 14: Asia Diaper Market by Value; 2015-2020E (US\$ Billion)
- Figure 15: Asia Baby Diaper Market by Value; 2015-2020E (US\$ Billion)
- Figure 16: Asia Baby Diaper Penetration Rate; 2015-2020E
- Figure 17: Asia Baby Diaper Addressable Population; 2015-2020E (Million)
- Figure 18: Asia Adult Incontinence Market by Value; 2015-2020E (US\$ Billion)
- Figure 19: Asia Adult Incontinence Penetration Rate; 2015-2020E
- Figure 20: Asia Adult Incontinence Addressable Population; 2015-2020E (Million)
- Figure 21: Global Populations of Children between 0-4 Years (Millions)
- Figure 22: The US Disposable Income; 2009-2014 (US\$ Billion)
- Figure 23: Global Healthcare Expenditure; 2013-2018E (US\$ Trillion)
- Figure 24: Breakdown of Revenue by Major Regions; 2015
- Table 2: Global Diaper Market Competitive Landscape; 2015
- Figure 25: Unicharm Corporation Revenue; 2014-2018E US\$ Billion)
- Figure 26: Unicharm Corporation Revenue by Segment; 2015
- Figure 27: Unicharm Corporation Revenue by Region; 2015
- Figure 28: P&G Revenue; 2011-2015 (US\$ Billion)
- Figure 29: P&G Revenue by Segment; 2015
- Figure 30: Kimberly Clark Revenue; 2011-2015 (US\$ Billion)
- Figure 31: Kimberly Clark Revenue by Segments; 2015
- Figure 32: Hengan International Revenue; 2011-2015 (US\$ Billion)
- Figure 33: Hengan International Revenue by Segment; 2015

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