

# Global Incontinence Pads Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Incontinence Pads market size will reach 17,008 Million USD in 2025 and is projected to reach 31,981 Million USD by 2032, with a CAGR of 9.44% (2025-2032). Notably, the China Incontinence Pads market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Incontinence pads, also known as adult diapers or absorbent pads, are specialized hygiene products designed to manage and address urinary or fecal incontinence. These pads are worn by individuals experiencing difficulties controlling bladder or bowel function, providing a discreet and effective solution to absorb and contain bodily fluids. Incontinence pads come in various shapes, sizes, and absorbency levels to cater to different needs and preferences. They typically feature an absorbent core that quickly locks away moisture, preventing leakage and keeping the user dry. Incontinence pads contribute to maintaining hygiene, comfort, and dignity for individuals dealing with incontinence issues, allowing them to lead more active and confident lifestyles while effectively managing the challenges associated with involuntary loss of bladder or bowel control.

The major global manufacturers of Incontinence Pads include Essity, Kimberly-Clark, Unicharm, Procter & Gamble, First Quality Enterprises, Attindas Hygiene Partners, Medline, Medtronic, NorthShore Care Supply, Hartmann, Drylock Technologies,

Principle Business Enterprises, Abena, Daio Paper Corp, Kao Corp, Hakujuji Co. Ltd., Coco, Hengan Group, Shandong Kangshun, Fuburg, Nobel Hygiene, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Incontinence Pads. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Incontinence Pads market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Incontinence Pads market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Incontinence Pads industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Incontinence Pads Include:

Essity

Kimberly-Clark

Unicharm

Procter & Gamble

First Quality Enterprises

Attindas Hygiene Partners

Medline

Medtronic

NorthShore Care Supply

Hartmann

Drylock Technologies

Principle Business Enterprises

Abena

Daio Paper Corp

Kao Corp

Hakujuji Co. Ltd.

Coco

Hengan Group

Shandong Kangshun

Fuburg

Nobel Hygiene

Incontinence Pads Product Segment Include:

Light Absorbency

Moderate Absorbency

Heavy Absorbency

Incontinence Pads Product Application Include:

Hospital

Homecare

Nursing Homes

Others

## **Chapter Scope**

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