

Europe Disposable Baby Diaper Market By Material type, (Natural material, Regular material), By Category, (Premium, Regular, Discount), By Sales channel, (Online (E-commerce), Retail), Estimation & Forecast, 2016 - 2024

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Abstracts

Europe disposable baby diaper market was valued at \$10.4 billion in 2016 and is expected to reach \$15.7 billion by 2024, having a CAGR of 5.4% during the forecast period of 2017 to 2024. The regular category disposable diapers segment gained the highest revenue share in the Europe disposable baby diaper market.

A baby diaper or nappy is a type of underwear that allows the baby to defecate or urinate without soiling of outer clothing. Diapers are made of cloth or synthetic disposable materials. Cloth diapers are composed of layers of fabric such as cotton, hemp, bamboo, microfiber, or even plastic fibers such as polylactic acid, and can be washed and reused multiple times. Whereas, disposable diapers contain absorbent chemicals and are disposed after use. Product innovations in baby diaper market include the use of superabsorbent polymers, resealable tapes, and elasticized waist bands. The baby diapers are now much thinner and much more absorbent in nature. The daily requirement of diapers in a child's life upto a certain age makes this market an evergreen market, providing lucrative opportunities to the market players.

MARKET DETERMINANTS

The Europe disposable baby diaper market has witnessed decent growth in the recent years. The major factors driving the growth of Europe disposable baby diaper market are the changing lifestyle of the people, increase in number of working women, rising online retailing trend, and increasing expenses on baby care products. Moreover,

increasing awareness among women regarding baby hygiene is fueling the market growth in the developing markets of Europe. However, declining birth rate in European countries, and environmental concerns regarding the disposal of baby diapers act as the major barrier in the growth of the market. According to Eurostat, in 2015 Europe witnessed a low fertility rate of 1.58 live births per women. The fertility rate is low as compared to fertility rate of 1.62 live births per women, in 2010. On the other hand, increasing innovations in the technology related to baby diapers such as manufacturing diapers from organic & biodegradable raw materials is expected to create huge opportunities for the growth of market in the coming years.

SEGMENT ANALYSIS

The Europe disposable baby diaper market is segmented on the basis of material type, category, sales channel, and country. By material type, the market is segmented into natural material, and regular material. On the basis of category, the market is segmented as premium, regular, and discount. The sales channel is categorized into online, and retail segment. The retail segment is further segmented into supermarket, discount stores, drug stores, and others. Country wise, the market is segmented into Western Europe, and rest of the Europe. Western Europe includes countries like UK, Germany, France, Italy, Spain, and others. Western Europe is the largest Europe disposable baby diaper market in terms of revenue, by holding more than 75% shares, throughout the forecast period. It is expected to maintain its dominance and grow with a CAGR of 5.1% from 2017-2024.

Some eminent market players are Abena North America, Inc., Hengan International Group Company Limited, Kao Corporation, Kimberly-Clark Corporation, Ontex Group Nv, Parasol Co, The Procter & Gamble Company, The Honest Company, Inc., Unicharm Corporation, Unilever Plc (Seventh Generation, Inc.). In March 2017, The Honest Company collaborated with Major League Baseball to launch the Born a Fan line of diapers for Target, featuring five different team prints. Baseball-loving moms and dads can choose from the Los Angeles Dodgers, Boston Red Sox, St. Louis Cardinals, San Francisco Giants and Chicago Cubs.

EUROPE DISPOSABLE BABY DIAPER market segmentation

By Material type

Natural material

Regular material

By Category

Premium

Regular

Discount

By Sales channel

Online (E-commerce)

Retail

Supermarkets

Discount stores

Drug stores

Others

By Country

Western Europe

UK

Germany

France

Italy

Spain

Others

Rest of Europe

KEY MARKET PLAYERS

Abena North America, Inc.

Hengan International Group Company Limited

Kao Corporation

Kimberly-Clark Corporation

Ontex Group Nv

Parasol Co.

The Procter & Gamble Company

The Honest Company, Inc.

Unicharm Corporation

Unilever Plc (Seventh Generation, Inc.)

Contents

CHAPTER 1. INTRODUCTION

1.1. RESEARCH METHODOLOGY

- 1.1.1. ERC desk research
- 1.1.2. ERC data synthesis
- 1.1.3. Data validation and market feedback
- 1.1.4. ERC data sources

1.2. RESEARCH SUMMARY

CHAPTER 2. MARKET LANDSCAPE

2.1. RESEARCH SCOPE

2.2. VALUE CHAIN ANALYSIS

2.3. FIVE FORCES ANALYSIS

2.4. MARKET PLAYER POSITIONING

2.5. DEMAND FORECAST

2.6. BUSINESS INTELLIGENCE & STRATEGIC ANALYSIS

2.7. MARKET DETERMINANTS

- 2.7.1. Drivers
- 2.7.2. Restraints
- 2.7.3. Opportunities

CHAPTER 3. EUROPE DISPOSABLE BABY DIAPER MARKET BY MATERIAL TYPE

3.1. SEGMENT OUTLINE

3.2. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY MATERIAL TYPE,2016-2024

3.3. NATURAL

- 3.3.1. Trend analysis
- 3.3.2. Market growth indicators
- 3.3.3. Europe natural baby diaper market revenue,2016-2024

3.4. REGULAR

- 3.4.1. Trend analysis
- 3.4.2. Market growth indicators
- 3.4.3. Europe regular baby diaper market revenue,2016-2024

CHAPTER 4. EUROPE DISPOSABLE BABY DIAPER MARKET BY CATEGORY

4.1. SEGMENT OUTLINE

4.2. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY CATEGORY,2016-2024

4.3. PREMIUM

4.3.1. Trend analysis

4.3.2. Market growth indicators

4.3.3. Europe disposable baby diaper premium category market revenue,2016-2024

4.4. REGULAR

4.4.1. Trend analysis

4.4.2. Market growth indicators

4.4.3. Europe disposable baby diaper regular category market revenue,2016-2024

4.5. DISCOUNT

4.5.1. Trend analysis

4.5.2. Market growth indicators

4.5.3. Europe disposable baby diaper discount category market revenue,2016-2024

CHAPTER 5. EUROPE DISPOSABLE BABY DIAPER MARKET BY SALES CHANNEL

5.1. SEGMENT OUTLINE

5.2. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY SALES CHANNEL,2016-2024

5.3. ONLINE (E-COMMERCE)

5.3.1. Trend analysis

5.3.2. Market growth indicators

5.3.3. Europe disposable baby diaper online market revenue,2016-2024

5.4. RETAIL

5.4.1. Trend analysis

5.4.2. Market growth indicators

5.4.3. Europe disposable baby diaper retail market revenue,2016-2024

5.4.4. Supermarket

5.4.5. Discount Stores

5.4.6. Drug stores

5.4.7. Others

CHAPTER 6. EUROPE DISPOSABLE BABY DIAPER MARKET BY COUNTRY

6.1. SEGMENT OUTLINE

6.2. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY COUNTRY,2016-2024

6.3. WESTERN EUROPE

6.3.1. Trend analysis

6.3.2. Market growth indicators

6.3.3. Western Europe disposable baby diaper market revenue,2016-2024

6.3.4. U.K.

6.3.5. Germany

6.3.6. France

6.3.7. Italy

6.3.8. Spain

6.3.9. Others

CHAPTER 7. KEY VENDOR PROFILES

7.1. XXX

7.1.1. Company synopsis

7.1.2. Company snapshot

7.1.3. Business overview

7.1.4. Strategic analysis

7.2. XXX

7.2.1. Company synopsis

7.2.2. Company snapshot

7.2.3. Business overview

7.2.4. Strategic analysis

7.3. XXX

7.3.1. Company synopsis

7.3.2. Company snapshot

7.3.3. Business overview

7.3.4. Strategic analysis

7.4. XXX

7.4.1. Company synopsis

7.4.2. Company snapshot

7.4.3. Business overview

7.4.4. Strategic analysis

7.5. XXX

7.5.1. Company synopsis

7.5.2. Company snapshot

7.5.3. Business overview

- 7.5.4. Strategic analysis
- 7.6. XXX
 - 7.6.1. Company synopsis
 - 7.6.2. Company snapshot
 - 7.6.3. Business overview
 - 7.6.4. Strategic analysis
- 7.7. XXX
 - 7.7.1. Company synopsis
 - 7.7.2. Company snapshot
 - 7.7.3. Business overview
 - 7.7.4. Strategic analysis
- 7.8. XXX
 - 7.8.1. Company synopsis
 - 7.8.2. Company snapshot
 - 7.8.3. Business overview
 - 7.8.4. Strategic analysis
- 7.9. XXX
 - 7.9.1. Company synopsis
 - 7.9.2. Company snapshot
 - 7.9.3. Business overview
 - 7.9.4. Strategic analysis
- 7.10. XXX
 - 7.10.1. Company synopsis
 - 7.10.2. Company snapshot
 - 7.10.3. Business overview
 - 7.10.4. Strategic analysis

List Of Tables

LIST OF TABLES

TABLE NO 1. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY MATERIAL TYPE,2016-2024(\$MILLION)

TABLE NO 2. EUROPE NATURAL BABY DIAPER MARKET REVENUE,2016-2024(\$MILLION)

TABLE NO 3 EUROPE REGULAR BABY DIAPER MARKET REVENUE,2016-2024(\$MILLION)

TABLE NO 4. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY CATEGORY,2016-2024(\$MILLION)

TABLE NO 5. EUROPE DISPOSABLE BABY DIAPER PREMIUM CATEGORY MARKET REVENUE,2016-2024(\$MILLION)

TABLE NO 6. EUROPE DISPOSABLE BABY DIAPER REGULAR CATEGORY MARKET REVENUE,2016-2024(\$MILLION)

TABLE NO 7. EUROPE DISPOSABLE BABY DIAPER DISCOUNT CATEGORY MARKET REVENUE,2016-2024(\$MILLION)

TABLE NO 8. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY SALES CHANNEL,2016-2024(\$MILLION)

TABLE NO 9. EUROPE DISPOSABLE BABY DIAPER ONLINE MARKET REVENUE,2016-2024(\$MILLION)

TABLE NO 10. EUROPE DISPOSABLE BABY DIAPER RETAIL MARKET REVENUE,2016-2024(\$MILLION)

TABLE NO 11. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY COUNTRY,2016-2024(\$MILLION)

TABLE NO 12. WESTERN EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE,2016-2024(\$MILLION)

TABLE NO 13. XXX SNAPSHOT

TABLE NO 14. KEY STRATEGIES – XXX

TABLE NO 15. XXX SNAPSHOT

TABLE NO 16. KEY STRATEGIES – XXX

TABLE NO 17. XXX SNAPSHOT

TABLE NO 18. KEY STRATEGIES – XXX

TABLE NO 19. XXX SNAPSHOT

TABLE NO 20. KEY STRATEGIES – XXX

TABLE NO 21. XXX SNAPSHOT

TABLE NO 22. KEY STRATEGIES – XXX

TABLE NO 23. XXX SNAPSHOT

TABLE NO 24. KEY STRATEGIES – XXX
TABLE NO 25. XXX SNAPSHOT
TABLE NO 26. KEY STRATEGIES – XXX
TABLE NO 27. XXX SNAPSHOT
TABLE NO 28. KEY STRATEGIES – XXX
TABLE NO 29. XXX SNAPSHOT
TABLE NO 30. KEY STRATEGIES – XXX
TABLE NO 31. XXX SNAPSHOT
TABLE NO 32. KEY STRATEGIES – XXX

List Of Figures

LIST OF FIGURES

- FIGURE NO 1. VALUE CHAIN ANALYSIS
- FIGURE NO 2. FIVE FORCES ANALYSIS
- FIGURE NO 3. MARKET PLAYER POSITIONING
- FIGURE NO 4. INVESTMENT OPPORTUNITIES
- FIGURE NO 5. KEY STRATEGIC ATTEMPTS (%SHARE)
- FIGURE NO 6. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY MATERIAL TYPE,2016-2024(\$MILLION)
- FIGURE NO 7. EUROPE NATURAL BABY DIAPER MARKET REVENUE,2016-2024(\$MILLION)
- FIGURE NO 8. EUROPE REGULAR BABY DIAPER MARKET REVENUE,2016-2024(\$MILLION)
- FIGURE NO 9. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY CATEGORY,2016-2024(\$MILLION)
- FIGURE NO 10. EUROPE DISPOSABLE BABY DIAPER PREMIUM CATEGORY MARKET REVENUE,2016-2024(\$MILLION)
- FIGURE NO 11. EUROPE DISPOSABLE BABY DIAPER REGULAR CATEGORY MARKET REVENUE,2016-2024(\$MILLION)
- FIGURE NO 12. EUROPE DISPOSABLE BABY DIAPER DISCOUNT CATEGORY MARKET REVENUE,2016-2024(\$MILLION)
- FIGURE NO 13. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY SALES CHANNEL,2016-2024(\$MILLION)
- FIGURE NO 14. EUROPE DISPOSABLE BABY DIAPER ONLINE MARKET REVENUE,2016-2024(\$MILLION)
- FIGURE NO 15. EUROPE DISPOSABLE BABY DIAPER RETAIL MARKET REVENUE,2016-2024(\$MILLION)
- FIGURE NO 16. EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE BY COUNTRY,2016-2024(\$MILLION)
- FIGURE NO 17. WESTERN EUROPE DISPOSABLE BABY DIAPER MARKET REVENUE,2016-2024(\$MILLION)
- FIGURE NO 18. U.K. DISPOSABLE BABY DIAPER MARKET REVENUE,2016-2024(\$MILLION)
- FIGURE NO 19. GERMANY DISPOSABLE BABY DIAPER MARKET REVENUE,2016-2024(\$MILLION)
- FIGURE NO 20. FRANCE DISPOSABLE BABY DIAPER MARKET REVENUE,2016-2024(\$MILLION)

FIGURE NO 21. ITALY DISPOSABLE BABY DIAPER MARKET
REVENUE,2016-2024(\$MILLION)

FIGURE NO 22. SPAIN DISPOSABLE BABY DIAPER MARKET
REVENUE,2016-2024(\$MILLION)

FIGURE NO 23. OTHERS DISPOSABLE BABY DIAPER MARKET
REVENUE,2016-2024(\$MILLION)

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