

Global Underpads Market 2023

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Abstracts

The global underpads market is projected to experience a substantial growth of USD 1.7 billion between 2023 and 2029, with a promising compound annual growth rate (CAGR) of 9.3% during the forecast period. The utilization of underpads in healthcare facilities, such as hospitals, nursing homes, and day care centers, has witnessed significant traction due to their effectiveness in managing incontinence and ensuring proper hygiene standards.

The expansion of the underpads market can be primarily attributed to the increasing demand for healthcare services worldwide, coupled with a rising number of patients requiring such products. A key driving force behind this trend is the growing aging population. As the elderly demographic continues to grow, there is a higher prevalence of conditions like incontinence, which necessitates the use of underpads as an effective solution for managing these issues.

Furthermore, there has been a notable increase in awareness and acceptance of underpads as an efficient means of managing incontinence and maintaining cleanliness among both individuals and healthcare providers. This heightened awareness has resulted in higher adoption rates of underpads, further contributing to the growth of the underpads market.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global underpads market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

Market Segmentation

Product: disposable underpads, reusable underpads

Age group: adults, geriatric, pediatric

Distribution channel: offline, online

Care provider: hospital, home care settings, others

Region: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, age group, distribution channel, care provider, and region. The global market for underpads can be segmented by product: disposable underpads, reusable underpads. Globally, the disposable underpads segment made up the largest share of the underpads market. Disposable underpads offer convenience and ease of use. They are designed for single-use and can be easily disposed of after each use, eliminating the need for cleaning and maintenance. This aspect makes them particularly appealing to individuals and healthcare facilities seeking practical and hygienic solutions for managing incontinence. Moreover, disposable underpads provide a high level of absorbency and leakage protection. They are constructed with advanced materials and absorbent cores that effectively lock in moisture, keeping the surface dry and minimizing the risk of skin irritation or infections. This feature is crucial for maintaining the overall comfort and hygiene of users, making disposable underpads a preferred choice in the market.

The underpads market is divided into different segments based on age groups, including adults, geriatric, and pediatric. According to market data from 2022, the geriatric segment emerged as the largest contributor to the market share. As populations age worldwide, the number of elderly individuals requiring incontinence management increases significantly. Geriatric individuals often face challenges related to bladder control and require effective solutions to maintain their hygiene and comfort. Underpads serve as an essential aid in managing incontinence for this specific age group, thereby driving the demand for underpads within the geriatric segment.

Based on distribution channel, the underpads market is segmented into: offline, online. According to the research, the offline segment had the largest share in the global underpads market. However, it is important to acknowledge the growing influence of online distribution channels in the underpads market. Online platforms offer the convenience of purchasing underpads from the comfort of one's home, providing a wider range of options and the ability to compare prices and reviews easily. Online channels also cater to customers who may have limited access to physical stores or prefer the convenience of doorstep delivery.

On the basis of care provider, the underpads market also can be divided into: hospital, home care settings, others. The hospital segment held the largest revenue share in 2022. Hospitals are major healthcare facilities that cater to a wide range of patients with various medical conditions. Incontinence management is a critical aspect of patient care in hospitals, especially for individuals with limited mobility or those recovering from surgeries or medical procedures. Underpads are widely utilized in hospitals to effectively manage incontinence, maintain hygiene standards, and ensure the comfort and dignity of patients.

Underpads market by region is categorized into: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America. Globally, Europe made up the largest share of the underpads market. The region has a significant elderly population, which drives the demand for underpads as a solution for managing incontinence in this demographic. Moreover, European countries have well-established healthcare systems that emphasize high-quality patient care, including the use of advanced hygiene products like underpads. This, coupled with a strong focus on maintaining cleanliness and infection control, has contributed to the widespread adoption of underpads in healthcare facilities across the region.

It is important to note that while Europe currently holds the largest share of the underpads market, other regions such as North America, Asia-Pacific, the Middle East and Africa (MEA), and South America are also witnessing significant growth. Among these regions, Asia-Pacific is projected to experience the highest compound annual growth rate (CAGR) during the forecast period. The region has a large and rapidly growing population, which includes a significant elderly demographic. With the increasing aging population, there is a higher prevalence of conditions like incontinence, driving the demand for underpads as an effective solution for managing such issues. Moreover, countries in the Asia-Pacific region, particularly developing economies, are witnessing improvements in healthcare infrastructure and an increased focus on providing quality healthcare services. This development has led to a greater emphasis on hygiene standards, including the use of underpads in healthcare facilities, contributing to the market growth.

Major Companies and Competitive Landscape

The global underpads market report offers detailed information on several market vendors, including Attends Healthcare Products Inc., Berry Global, Inc, Best Wellness Innovation Group Limited, Cardinal Health Inc., Coloplast A/S, Dynarex Corporation, Encompass Group, LLC., Excellent Medical Technology Group Co., Ltd., First Quality Enterprises, Inc., Hangzhou Coco Healthcare Products Co., Ltd., Kimberly-Clark

Corporation, Medline Industries Inc., Ontex Group N.V., Romsons Prime Pvt. Ltd., Winner Medical Co., Ltd., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

Scope of the Report

To analyze and forecast the market size of the global underpads market.

To classify and forecast the global underpads market based on product, age group, distribution channel, care provider, region.

To identify drivers and challenges for the global underpads market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global underpads market.

To identify and analyze the profile of leading players operating in the global underpads market.

Why Choose This Report

Gain a reliable outlook of the global underpads market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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