

# **Biodegradable Superabsorbent Materials Market Size, Share & Trends Analysis Report By Product (Polyvinyl Alcohol, Polyitaconic Acid, Polyacrylamide, Polysaccharides), By Application, By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Biodegradable Superabsorbent Materials Market Growth & Trends**

The global biodegradable superabsorbent materials market size is expected to reach USD 250.4 million by 2030, according to a new report by Grand View Research, Inc. The market is projected to expand at CAGR of 8.0% from 2022 to 2030. The hygiene and personal care sector will be a significant market for biodegradable superabsorbent materials. China and India have witnessed a huge increase in the infant population over the past few years. This is expected to be a key feature for the market as various diaper manufacturing companies are investing heavily in emerging economies in order to expand their market presence. Immigration is one of the major causes for the rise in the baby population in the U.S., which will help in propelling demand for biodegradable superabsorbent materials over the forecast period.

Growing older population especially in the developed economies of Europe and North America is expected to be a critical factor for the growth of the adult diapers over the forecast period. Products such as adult diapers and light incontinence pads are increasingly becoming amenable to use. Suppliers are looking to enhance the comfort levels of the consumer in the highly competitive market. Companies are focusing on increasing efficiency, reducing cost, and creating thinner products which will adhere to the comfort level of consumers. Adult incontinence is increasingly important owing to

the positive perception towards incontinence products where the concern has become improvement in the quality of life has led to the expansion to the market. Growing demand for adult pants, ultra-thin sanitary napkins and other incontinence products with superior retention and absorption abilities will result in propelling growth over the forecast period.

## Biodegradable Superabsorbent Materials Market Report Highlights

The disposable diapers segment is expected to foresee revenue growth at a CAGR of 7.6% from 2022 to 2030. Growing older population especially in the developed economies of Europe and North America is expected to be a critical factor for the growth of adult diapers over the forecast period. Products such as adult diapers and light incontinence pads are increasingly becoming amenable to use

The adult incontinence products segment accounted for more than 18.0% of the revenue share in 2021. Adult incontinence is increasingly important owing to the positive perception towards incontinence products where the concern has become improvement in the quality of life has led to the expansion to the market. Growing demand for adult pants, ultra-thin sanitary napkins and other incontinence products with superior retention and absorption abilities will result in propelling growth over the forecast period

Europe accounted for more than 31.0% of the revenue share in 2021 and is expected to witness substantial gains over the forecast period on account of a broad consumer base coupled with rapid increase in the consumer disposable income

Over the past few years, different strategic initiatives have been recorded to boost the biodegradable superabsorbent materials market growth. For instance, in September 2019, LG Chem and ADM announced that both companies had a joint development agreement to create a bio based acrylic acid used in manufacturing of superabsorbent polymers (SAP) that will be used further in a wide range of hygiene products such as diapers. This joint development agreement will help both companies to provide a sustainable and cost-effective solution to its clients

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