

Incontinence Pads Market Size, Share & Trends Analysis Report By Product Type, By Patient, By End-use, By Distribution Channel, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Incontinence Pads Market Growth & Trends

The global incontinence pads market size is expected to reach USD 10.64 billion by 2030, growing at a CAGR of 5.73% from 2023 to 2030, according to a new report by Grand View Research, Inc. An increase in nephrological complications and kidney disorders, technological advancements in the material used for manufacturing disposable incontinence pads, and growing public awareness of personalized care and hygiene are some key factors responsible for the market growth.

For instance, the American Urology Association reports that up to twenty-five percent of men and women in the U.S. suffer from urine incontinence, while about 33 million people are experiencing hyperactive bladder, which manifests as urgency, frequency, and urge continence. As a result, incontinence pads are being suggested to people by doctors to control this urgency and frequency. Thus, it is expected that during the forecast period, demand for incontinence pads will increase.

Additionally, an increase in numerous renal ailments is expected to aid in the market's growth. For instance, according to data from Kidney Care 2021 in the UK, over 68,000 people are receiving treatment for kidney failure, and over 3.5 million have chronic renal disease. The research also noted that renal failure occurs in about 20 persons in the UK daily.

Additionally, the ABC UK report from October 2022 states that an estimated 20,500 new instances of bladder cancer are diagnosed each year in the UK, accounting for 4.5% of all new cancer cases. As a result, the increased bladder cancer prevalence across the globe is anticipated to be the primary driver fuelling the growing need for incontinence pads for bladder cancer.

Incontinence Pads Market Report Highlights

Based on product type, the disposable pads segment accounted for the largest market share of 93.3% in 2022. The increasing use of single-use incontinence pads and growing preference for eco-friendly products are also expected to contribute to segment growth

Based on patient, the female incontinence pads segment dominated the market in terms of revenue share of 64.6% in 2022 due to the high incidence rate of incontinence in females when compared with men's owing to several medical conditions such as pregnancy, childbirth, and menopause

Based on end-use, the hospital's segment dominated the market with a share of 32.7% in 2022. The increase in renal diseases has led to increased hospital visits, and an increase in surgical procedures for several kidney diseases has been attributed to the segment's growth

Based on distribution channel, the offline sales segment held the largest market share of 63.9% in 2022. The factors responsible for segmental growth are increasing retail purchases of incontinence pads, consumers' search for easily accessible goods, and ease of availability

Europe dominated the market with a revenue share of 43.5% in 2022, owing to well-established healthcare infrastructure, a growing geriatric population, and the rising prevalence of urinary incontinence in several European countries

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
 - 1.1.1. Product Type
 - 1.1.2. Patient
 - 1.1.3. End-use
 - 1.1.4. Distribution Channel
 - 1.1.5. Regional scope
 - 1.1.6. Estimates and forecast timeline
- 1.2. Research Methodology
- 1.3. Information Procurement
 - 1.3.1. Purchased database
 - 1.3.2. GVR's internal database
 - 1.3.3. Secondary sources
 - 1.3.4. Primary research
 - 1.3.5. Details of primary research
 - 1.3.5.1. Data for primary interviews in North America
 - 1.3.5.2. Data for primary interviews in Europe
 - 1.3.5.3. Data for primary interviews in Asia Pacific
 - 1.3.5.4. Data for primary interviews in Latin America
 - 1.3.5.5. Data for Primary interviews in MEA
- 1.4. Information or Data Analysis
 - 1.4.1. Data analysis models
- 1.5. Market Formulation & Validation
- 1.6. Model Details
 - 1.6.1. Commodity flow analysis (Model 1)
 - 1.6.1.1. Approach 1: Commodity flow approach
 - 1.6.2. Volume price analysis (Model 2)
 - 1.6.2.1. Approach 2: Volume price analysis
- 1.7. List of Secondary Sources
- 1.8. List of Primary Sources
- 1.9. Objectives
 - 1.9.1. Objective
 - 1.9.2. Objective

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
 - 2.2.1. Product Type outlook
 - 2.2.2. Patient outlook
 - 2.2.3. End-use outlook
 - 2.2.4. Distribution Channel outlook
 - 2.2.5. Regional outlook
- 2.3. Competitive Insights

CHAPTER 3. INCONTINENCE PADS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent market outlook
 - 3.1.2. Related/ancillary market outlook
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Reimbursement framework
- 3.4. Market Dynamics
 - 3.4.1. Market driver analysis
 - 3.4.1.1. Growing prevalence of kidney disorders
 - 3.4.1.2. Technological advancements in materials used for disposable incontinence pads
 - 3.4.1.3. Rising geriatric population
 - 3.4.2. Market restraint analysis
 - 3.4.2.1. Lack of awareness about the management of urinary incontinence in developing countries
 - 3.4.2.2. Lack of adoption of incontinence pads in developing countries
- 3.5. Incontinence Pads Market Analysis Tools
 - 3.5.1. Industry Analysis - Porter's
 - 3.5.1.1. Supplier power
 - 3.5.1.2. Buyer power
 - 3.5.1.3. Substitution threat
 - 3.5.1.4. The threat of new entrants
 - 3.5.1.5. Competitive rivalry
 - 3.5.2. PESTEL Analysis
 - 3.5.2.1. Political landscape
 - 3.5.2.2. Technological landscape
 - 3.5.2.3. Economic landscape
 - 3.5.3. Major Deals & Strategic Alliances Analysis

3.5.4. Market Entry Strategies

CHAPTER 4. INCONTINENCE PADS MARKET: PRODUCT TYPE ESTIMATES & TREND ANALYSIS

4.1. Definitions and Scope

4.1.1. Reusable Pads

4.1.2. Disposable Pads

4.2. Product Type Market Share, 2022 & 2030

4.3. Segment Dashboard

4.4. Global Incontinence Pads Market by Product Type Outlook

4.5. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following

4.5.1. Reusable Pads

4.5.1.1. Reusable pads market estimates and forecast 2018 to 2030 (USD Billion)

4.5.2. Disposable Pads

4.5.2.1. Disposable pads market estimates and forecast 2018 to 2030 (USD Billion)

CHAPTER 5. INCONTINENCE PADS MARKET: PATIENT ESTIMATES & TREND ANALYSIS

5.1. Definitions and Scope

5.1.1. Female incontinence pads

5.1.2. Male incontinence pads

5.2. Section Market Share, 2022 & 2030

5.3. Segment Dashboard

5.4. Incontinence Pads Market by Patient Outlook

5.5. Market Size & Forecasts and Trend Analysis, 2018 to 2030 for the following

5.5.1. Female incontinence pads

5.5.1.1. Female incontinence pads market estimates and forecast 2018 to 2030 (USD Billion)

5.5.2. Male incontinence pads

5.5.2.1. Male incontinence pads market estimates and forecast 2018 to 2030 (USD Billion)

CHAPTER 6. INCONTINENCE PADS MARKET: END-USE ESTIMATES & TREND ANALYSIS

6.1. Definitions and Scope

6.1.1. Hospitals

- 6.1.2. Clinics
- 6.1.3. Long-term care facilities
- 6.1.4. Homecare settings
- 6.1.5. Others
- 6.2. End-use Market Share, 2022 & 2030
- 6.3. Segment Dashboard
- 6.4. Incontinence Pads Market by End-use Outlook
- 6.5. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following
 - 6.5.1. Hospitals
 - 6.5.1.1. Hospitals market estimates and forecast 2018 to 2030 (USD Billion)
 - 6.5.2. Clinics
 - 6.5.2.1. Clinics market estimates and forecast 2018 to 2030 (USD Billion)
 - 6.5.3. Long-term care facilities
 - 6.5.3.1. Long-term care facilities market estimates and forecast 2018 to 2030 (USD Billion)
 - 6.5.4. Homecare settings
 - 6.5.4.1. Homecare settings market estimates and forecast 2018 to 2030 (USD Billion)
 - 6.5.5. Others
 - 6.5.5.1. Others market estimates and forecast 2018 to 2030 (USD Billion)

CHAPTER 7. INCONTINENCE PADS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Definitions and Scope
 - 7.1.1. Offline sales
 - 7.1.2. Online sales
- 7.2. Distribution Channel Market Share, 2022 & 2030
- 7.3. Segment Dashboard
- 7.4. Incontinence Pads Market by Distribution Channel Outlook
- 7.5. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following
 - 7.5.1. Offline sales
 - 7.5.1.1. Offline sales market estimates and forecast 2018 to 2030 (USD Billion)
 - 7.5.1.2. Hospital pharmacies
 - 7.5.1.2.1. Hospital pharmacies market estimates and forecast 2018 to 2030 (USD Billion)
 - 7.5.1.3. Retail pharmacies
 - 7.5.1.3.1. Retail pharmacies market estimates and forecast 2018 to 2030 (USD Billion)
 - 7.5.1.4. Hypermarkets and Supermarkets

7.5.1.4.1. Hypermarkets and supermarkets market estimates and forecast 2018 to 2030 (USD Billion)

7.5.2. Online Sales

7.5.2.1. Online sales market estimates and forecast 2018 to 2030 (USD Billion)

CHAPTER 8. INCONTINENCE PADS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Regional market share analysis, 2022 & 2030

8.2. Regional Market Dashboard

8.3. Global Regional Market Snapshot

8.4. Regional Market Share and Leading Players, 2022

8.4.1. North America

8.4.2. Europe

8.4.3. Asia Pacific

8.4.4. Latin America

8.4.5. Middle East and Africa

8.5. Market Application, & Forecasts and Trend Analysis, 2018 to 2030:

8.6. North America

8.6.1. Market estimates and forecast, 2018 - 2030 (Revenue, USD Billion)

8.6.2. The U.S.

8.6.2.1. Key country dynamics

8.6.2.2. Competitive Scenario

8.6.2.3. Regulatory framework

8.6.2.4. U.S. market estimates and forecasts, 2018 - 2030

8.6.3. Canada

8.6.3.1. Key country dynamics

8.6.3.2. Competitive Scenario

8.6.3.3. Regulatory framework

8.6.3.4. Canada market estimates and forecasts, 2018 - 2030

8.7. Europe

8.7.1. UK

8.7.1.1. Key country dynamics

8.7.1.2. Competitive Scenario

8.7.1.3. Regulatory framework

8.7.1.4. UK market estimates and forecasts, 2018 - 2030

8.7.2. Germany

8.7.2.1. Key country dynamics

8.7.2.2. Competitive Scenario

8.7.2.3. Regulatory framework

8.7.2.4. Germany market estimates and forecasts, 2018 - 2030

8.7.3. France

8.7.3.1. Key country dynamics

8.7.3.2. Competitive Scenario

8.7.3.3. Regulatory framework

8.7.3.4. France market estimates and forecasts, 2018 - 2030

8.7.4. Italy

8.7.4.1. Key country dynamics

8.7.4.2. Competitive Scenario

8.7.4.3. Regulatory framework

8.7.4.4. Italy market estimates and forecasts, 2018 - 2030

8.7.5. Spain

8.7.5.1. Key country dynamics

8.7.5.2. Competitive Scenario

8.7.5.3. Regulatory framework

8.7.5.4. Spain market estimates and forecasts, 2018 - 2030

8.7.6. Denmark

8.7.6.1. Key country dynamics

8.7.6.2. Competitive Scenario

8.7.6.3. Regulatory framework

8.7.6.4. Denmark market estimates and forecasts, 2018 - 2030

8.7.7. Sweden

8.7.7.1. Key country dynamics

8.7.7.2. Competitive Scenario

8.7.7.3. Regulatory framework

8.7.7.4. Sweden market estimates and forecasts, 2018 - 2030

8.7.8. Norway

8.7.8.1. Key country dynamics

8.7.8.2. Competitive Scenario

8.7.8.3. Regulatory framework

8.7.8.4. Norway market estimates and forecasts, 2018 - 2030

8.8. Asia Pacific

8.8.1. Japan

8.8.1.1. Key country dynamics

8.8.1.2. Competitive Scenario

8.8.1.3. Regulatory framework

8.8.1.4. Japan market estimates and forecasts, 2018 - 2030

8.8.2. India

- 8.8.2.1. Key country dynamics
- 8.8.2.2. Competitive Scenario
- 8.8.2.3. Regulatory framework
- 8.8.2.4. India market estimates and forecasts, 2018 - 2030
- 8.8.3. China
 - 8.8.3.1. Key country dynamics
 - 8.8.3.2. Competitive Scenario
 - 8.8.3.3. Regulatory framework
 - 8.8.3.4. China market estimates and forecasts, 2018 - 2030
- 8.8.4. South Korea
 - 8.8.4.1. Key country dynamics
 - 8.8.4.2. Competitive Scenario
 - 8.8.4.3. Regulatory framework
 - 8.8.4.4. South Korea market estimates and forecasts, 2018 - 2030
- 8.8.5. Australia
 - 8.8.5.1. Key country dynamics
 - 8.8.5.2. Competitive Scenario
 - 8.8.5.3. Regulatory framework
 - 8.8.5.4. Australia market estimates and forecasts, 2018 - 2030
- 8.8.6. Thailand
 - 8.8.6.1. Key country dynamics
 - 8.8.6.2. Competitive Scenario
 - 8.8.6.3. Regulatory framework
 - 8.8.6.4. Thailand market estimates and forecasts, 2018 - 2030
- 8.9. Latin America
 - 8.9.1. Brazil
 - 8.9.1.1. Key country dynamics
 - 8.9.1.2. Competitive Scenario
 - 8.9.1.3. Regulatory framework
 - 8.9.1.4. Brazil market estimates and forecasts, 2018 - 2030
 - 8.9.2. Mexico
 - 8.9.2.1. Key country dynamics
 - 8.9.2.2. Competitive Scenario
 - 8.9.2.3. Regulatory framework
 - 8.9.2.4. Mexico market estimates and forecasts, 2018 - 2030
 - 8.9.3. Argentina
 - 8.9.3.1. Key country dynamics
 - 8.9.3.2. Competitive Scenario
 - 8.9.3.3. Regulatory framework

8.9.3.4. Argentina market estimates and forecasts, 2018 - 2030

8.10. MEA

8.10.1. South Africa

8.10.1.1. Key country dynamics

8.10.1.2. Competitive Scenario

8.10.1.3. Regulatory framework

8.10.1.4. South Africa market estimates and forecasts, 2018 - 2030

8.10.2. Saudi Arabia

8.10.2.1. Key country dynamics

8.10.2.2. Competitive Scenario

8.10.2.3. Regulatory framework

8.10.2.4. Saudi Arabia market estimates and forecasts, 2018 - 2030

8.10.3. UAE

8.10.3.1. Key country dynamics

8.10.3.2. Competitive Scenario

8.10.3.3. Regulatory framework

8.10.3.4. UAE market estimates and forecasts, 2018 - 2030

8.10.4. Kuwait

8.10.4.1. Key country dynamics

8.10.4.2. Competitive Scenario

8.10.4.3. Regulatory framework

8.10.4.4. Kuwait market estimates and forecasts, 2018 - 2030

CHAPTER 9. COMPETITIVE LANDSCAPE

9.1. Recent Developments & Impact Analysis, By Key Market Participants

9.2. Company/Competition Categorization

9.2.1. Innovators

9.3. Vendor Landscape

9.3.1. List of key distributors and channel partners

9.3.2. Key customers

9.3.3. Key company market share analysis, 2022

9.3.4. Cardinal Health Inc.

9.3.4.1. Company overview

9.3.4.2. Financial performance

9.3.4.3. Product benchmarking

9.3.4.4. Strategic initiatives

9.3.5. Kimberly Clark Corporation

9.3.5.1. Company overview

- 9.3.5.2. Financial performance
- 9.3.5.3. Product benchmarking
- 9.3.5.4. Strategic initiatives
- 9.3.6. Medline Industries, LP.
 - 9.3.6.1. Company overview
 - 9.3.6.2. Financial performance
 - 9.3.6.3. Product benchmarking
 - 9.3.6.4. Strategic initiatives
- 9.3.7. Procter & Gamble
 - 9.3.7.1. Company overview
 - 9.3.7.2. Financial performance
 - 9.3.7.3. Product benchmarking
 - 9.3.7.4. Strategic initiatives
- 9.3.8. ABENA A/S
 - 9.3.8.1. Company overview
 - 9.3.8.2. Financial performance
 - 9.3.8.3. Product benchmarking
 - 9.3.8.4. Strategic initiatives
- 9.3.9. PAUL HARTMANN AG
 - 9.3.9.1. Company overview
 - 9.3.9.2. Financial performance
 - 9.3.9.3. Product benchmarking
 - 9.3.9.4. Strategic initiatives
- 9.3.10. Essity Aktiebolag (publ)
 - 9.3.10.1. Company overview
 - 9.3.10.2. Financial performance
 - 9.3.10.3. Product benchmarking
 - 9.3.10.4. Strategic initiatives
- 9.3.11. Ontex BV
 - 9.3.11.1. Company overview
 - 9.3.11.2. Financial performance
 - 9.3.11.3. Product benchmarking
 - 9.3.11.4. Strategic initiatives

List Of Tables

LIST OF TABLES

Table 1 List of Abbreviations

Table 2 North America incontinence pads market, by region, 2018 - 2030 (USD Billion)

Table 3 North America incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 4 North America incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 5 North America incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 6 North America incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 7 U.S. incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 8 U.S. incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 9 U.S. incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 10 U.S. incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 11 Canada incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 12 Canada incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 13 Canada incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 14 Canada incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 15 Europe incontinence pads market, by region, 2018 - 2030 (USD Billion)

Table 16 Europe incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 17 Europe incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 18 Europe incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 19 Europe incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 20 UK incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 21 UK incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 22 UK incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 23 UK incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 24 Germany incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 25 Germany incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 26 Germany incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 27 Germany incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 28 France incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 29 France incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 30 France incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 31 France incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 32 Italy incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 33 Italy incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 34 Italy incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 35 Italy incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 36 Spain incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 37 Spain incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 38 Spain incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 39 Spain incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 40 Denmark incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 41 Denmark incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 42 Denmark incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 43 Denmark incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 44 Sweden incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 45 Sweden incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 46 Sweden incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 47 Sweden incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 48 Norway incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 49 Norway incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 50 Norway incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 51 Norway incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 52 Asia Pacific incontinence pads market, by region, 2018 - 2030 (USD Billion)

Table 53 Asia Pacific incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 54 Asia Pacific incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 55 Asia Pacific incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 56 Asia Pacific incontinence pads market, by distribution channel, 2018 - 2030

(USD Billion)

Table 57 Japan incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 58 Japan incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 59 Japan incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 60 Japan incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 61 China incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 62 China incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 63 China incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 64 China incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 65 India incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 66 India incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 67 India incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 68 India incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 69 Australia incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 70 Australia incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 71 Australia incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 72 Australia incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 73 Thailand incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 74 Thailand incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 75 Thailand incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 76 Thailand incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 77 South Korea incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 78 South Korea incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 79 South Korea incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 80 South Korea incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 81 Latin America incontinence pads market, by region, 2018 - 2030 (USD Billion)

Table 82 Latin America incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 83 Latin America incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 84 Latin America incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 85 Latin America incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 86 Brazil incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 87 Brazil incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 88 Brazil incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 89 Brazil incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 90 Mexico incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 91 Mexico incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 92 Mexico incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 93 Mexico incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 94 Argentina incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 95 Argentina incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 96 Argentina incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 97 Argentina incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 98 Middle East and Africa incontinence pads market, by region, 2018 - 2030 (USD Billion)

Table 99 Middle East and Africa incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 100 Middle East and Africa incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 101 Middle East and Africa incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 102 Middle East and Africa incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 103 South Africa incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 104 South Africa incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 105 South Africa incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 106 South Africa incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 107 Saudi Arabia incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 108 Saudi Arabia incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 109 Saudi Arabia incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Billion)

Table 110 Saudi Arabia incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 111 UAE incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 112 UAE incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 113 UAE incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 114 UAE incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

Table 115 Kuwait incontinence pads market, by product type, 2018 - 2030 (USD Billion)

Table 116 Kuwait incontinence pads market, by patient, 2018 - 2030 (USD Billion)

Table 117 Kuwait incontinence pads market, by end-use, 2018 - 2030 (USD Billion)

Table 118 Kuwait incontinence pads market, by distribution channel, 2018 - 2030 (USD Billion)

List Of Figures

LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Data triangulation techniques
- Fig. 3 Primary research pattern
- Fig. 4 Primary interviews in North America
- Fig. 5 Primary interviews in Europe
- Fig. 6 Primary interviews in APAC
- Fig. 7 Primary interviews in Latin America
- Fig. 8 Primary interviews in MEA
- Fig. 9 Market research approaches
- Fig. 10 Value-chain-based sizing & forecasting
- Fig. 11 QFD modeling for market share assessment
- Fig. 12 Market formulation & validation
- Fig. 13 Incontinence pads market: market outlook
- Fig. 14 Incontinence pads market competitive insights
- Fig. 15 Parent market outlook
- Fig. 16 Related/ancillary market outlook.
- Fig. 17 Penetration and growth prospect mapping
- Fig. 18 Industry value chain analysis
- Fig. 19 Incontinence pads market driver impact
- Fig. 20 Incontinence pads market restraint impact
- Fig. 21 Incontinence pads market strategic initiatives analysis
- Fig. 22 Incontinence pads market: product type movement analysis
- Fig. 23 Incontinence pads market: product type outlook and key takeaways
- Fig. 24 Reusable pads market estimates and forecast, 2018 - 2030
- Fig. 25 Disposable pads market estimates and forecast, 2018 - 2030
- Fig. 26 Incontinence pads market: patient movement analysis
- Fig. 27 Incontinence pads market: patient outlook and key takeaways
- Fig. 28 Female incontinence pads market estimates and forecast, 2018 - 2030
- Fig. 29 Male incontinence pads market estimates and forecast, 2018 - 2030
- Fig. 30 Incontinence pads market: end-use movement analysis
- Fig. 31 Incontinence pads market: end-use outlook and key takeaways
- Fig. 32 Hospitals market estimates and forecast, 2018 - 2030
- Fig. 33 Clinics market estimates and forecast, 2018 - 2030
- Fig. 34 Long-term care facilities market estimates and forecast, 2018 - 2030

- Fig. 35 Homecare settings market estimates and forecast, 2018 - 2030
- Fig. 36 Others market estimates and forecast, 2018 - 2030
- Fig. 37 Incontinence pads market: distribution channel movement analysis
- Fig. 38 Incontinence pads market: distribution channel outlook and key takeaways
- Fig. 39 Offline sales market estimates and forecast, 2018 - 2030
- Fig. 40 Hospital pharmacies market estimates and forecast, 2018 - 2030
- Fig. 41 Retail pharmacies market estimates and forecast, 2018 - 2030
- Fig. 42 Hypermarkets and supermarkets market estimates and forecast, 2018 - 2030
- Fig. 43 Online sales market estimates and forecast, 2018 - 2030
- Fig. 44 Global incontinence pads market: Regional movement analysis
- Fig. 45 Global incontinence pads market: Regional outlook and key takeaways
- Fig. 46 Global market shares and leading players
- Fig. 47 North America market share and leading players
- Fig. 48 Europe market share and leading players
- Fig. 49 Asia Pacific market share and leading players
- Fig. 50 Latin America market share and leading players
- Fig. 51 Middle East & Africa market share and leading players
- Fig. 52 North America: SWOT
- Fig. 53 Europe SWOT
- Fig. 54 Asia Pacific SWOT
- Fig. 55 Latin America SWOT
- Fig. 56 MEA SWOT
- Fig. 57 North America, by country
- Fig. 58 North America
- Fig. 59 North America market estimates and forecast, 2018 - 2030
- Fig. 60 The U.S.
- Fig. 61 U.S. market estimates and forecast, 2018 - 2030
- Fig. 62 Canada
- Fig. 63 Canada market estimates and forecast, 2018 - 2030
- Fig. 64 Europe
- Fig. 65 Europe market estimates and forecast, 2018 - 2030
- Fig. 66 UK
- Fig. 67 UK market estimates and forecast, 2018 - 2030
- Fig. 68 Germany
- Fig. 69 Germany market estimates and forecast, 2018 - 2030
- Fig. 70 France
- Fig. 71 France market estimates and forecast, 2018 - 2030
- Fig. 72 Italy
- Fig. 73 Italy market estimates and forecast, 2018 - 2030

Fig. 74 Spain

Fig. 75 Spain market estimates and forecast, 2018 - 2030

Fig. 76 Denmark

Fig. 77 Denmark market estimates and forecast, 2018 - 2030

Fig. 78 Sweden

Fig. 79 Sweden market estimates and forecast, 2018 - 2030

Fig. 80 Norway

Fig. 81 Norway market estimates and forecast, 2018 - 2030

Fig. 82 Asia Pacific

Fig. 83 Asia Pacific market estimates and forecast, 2018 - 2030

Fig. 84 Japan

Fig. 85 Japan market estimates and forecast, 2018 - 2030

Fig. 86 China

Fig. 87 China market estimates and forecast, 2018 - 2030

Fig. 88 India

Fig. 89 India market estimates and forecast, 2018 - 2030

Fig. 90 Australia

Fig. 91 Australia market estimates and forecast, 2018 - 2030

Fig. 92 Thailand

Fig. 93 Thailand market estimates and forecast, 2018 - 2030

Fig. 94 South Korea

Fig. 95 South Korea market estimates and forecast, 2018 - 2030

Fig. 96 Latin America

Fig. 97 Latin America market estimates and forecast, 2018 - 2030

Fig. 98 Brazil

Fig. 99 Brazil market estimates and forecast, 2018 - 2030

Fig. 100 Mexico

Fig. 101 Mexico market estimates and forecast, 2018 - 2030

Fig. 102 Argentina

Fig. 103 Argentina market estimates and forecast, 2018 - 2030

Fig. 104 Middle East and Africa

Fig. 105 Middle East and Africa market estimates and forecast, 2018 - 2030

Fig. 106 Saudi Arabia

Fig. 107 Saudi Arabia market estimates and forecast, 2018 - 2030

Fig. 108 South Africa

Fig. 109 South Africa market estimates and forecast, 2018 - 2030

Fig. 110 UAE

Fig. 111 UAE market estimates and forecast, 2018 - 2030

Fig. 112 Kuwait

Fig. 113 Kuwait market estimates and forecast, 2018 - 2030

Fig. 114 Participant categorization- Incontinence Pads Market

Fig. 115 Market share of key market players- Incontinence Pads Market

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