

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 incontinence. 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

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