

Biodegradable Diapers Market Report by Raw Material (Cotton/Wood pulp, Bamboo, Starch, and Others), End-User (Babies, Adults), Distribution Channel (Pharmacies, Supermarkets and Hypermarkets, Convenience Stores, Online, and Others), and Region 2024-2032

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Abstracts

The global biodegradable diapers market size reached US\$ 4.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 8.0 Billion by 2032, exhibiting a growth rate (CAGR) of 7.8% during 2024-2032. The growing geriatric population, increasing awareness about personal health and hygiene, and the rising prevalence of urinary incontinence represent some of the key factors driving the market.

Rising Prevalence of Urinary Incontinence Augmenting Market Growth

The rising prevalence of urinary incontinence currently represents one of the primary drivers resulting in the increasing sales of biodegradable diapers. This is also resulting in the increase demand for biodegradable diapers, especially among the geriatric population. Moreover, the rising preference for biodegradable diapers to maintain personal hygiene among adults suffering from this disorder is bolstering the growth of the market.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. The market structure is fragmented with a large number of small and medium-sized players operating in the industry. The volume of new entrants is

moderate in the biodegradable diapers industry on account of the low entry barriers and product differentiation in the market. However, consumers have loyalty towards specific brands which increases the threat of new entrants in the market.

What are Biodegradable Diapers?

Biodegradable diapers refer to absorbent items that are designed to defecate and urinate without going to the toilet. They are manufactured from various biodegradable fibers, such as cotton, bamboo, wood pulp, and starch, and widely available in different sizes, shapes, colors, and designs. They are easily decomposed in the environment and can be flushed for the purpose of composting. They are convenient, cost-effective, recyclable, environmentally friendly, and have hypoallergenic and antibacterial properties. As they assist in reducing the risk of infection, skin irritation, rashes, and itching among babies and adults, the demand for biodegradable diapers is increasing around the world.

COVID-19 Impact:

The COVID-19 pandemic outbreak caused a severe problem for the biodegradable diapers industry and imposed unprecedented challenges on numerous countries. The imposition of the lockdown has forced manufacturers to halt or temporarily shut down their operations. There was a shortage of labor and raw materials due to the fear of the widespread coronavirus. In addition to this, restrictions on cross-border movements have hampered the export and import of biodegradable diapers across the globe. Governing agencies of various countries imposed stringent policies that caused serious supply chain disruptions in the biodegradable diapers industry. Apart from this, the demand for biodegradable diapers declined as consumers were focused on purchasing essential items rather than buying these diapers. Additionally, the rapid spread of COVID-19 has resulted in decreased disposable income of individuals around the world, which affected the purchase of branded baby or adult hygiene biodegradable diapers. However, post-pandemic, governing agencies of various countries have reopened the lockdown, which is projected to increase the sales of biodegradable diapers in the coming years. Moreover, the rising awareness among consumers about utilizing natural and organic products currently is positively influencing the biodegradable diaper market.

Biodegradable Diapers Market Trends:

At present, the increasing awareness about maintaining personal hygiene among individuals around the world represents one of the major factors impelling the growth of

the market. Moreover, the escalating demand for biodegradable diapers due to rising environmental concerns among the masses worldwide is strengthening the growth of the market. Apart from this, the growing prevalence of urinary incontinence disorder among individuals across the globe is offering a positive market outlook. In addition to this, the rising number of geriatric populations, along with the increasing demand for natural and organic solutions that are chemical free, is contributing to the growth of the market. Besides this, governing agencies of various countries are supporting the utilization of biodegradable diapers to reduce the waste in landfills and decrease carbon footprint around the world is offering lucrative growth opportunities to industry investors. Additionally, the rising demand for biodegradable diapers among babies, as they prevent rashes and itching, is bolstering the growth of the market. In line with this, the wide availability of biodegradable diapers through various distribution channels, such as pharmacies, supermarkets, hypermarkets, and convenience and online stores, is propelling the growth of the market. Furthermore, key players are introducing innovative biodegradable baby diapers with non-chlorine, latex, and dye-free materials, which is supporting the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global biodegradable diapers market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on raw material, end-user and distribution channel.

Raw Material Insights:

Cotton/Wood pulp

Bamboo

Starch

Others

The report has provided a detailed breakup and analysis of the biodegradable diapers market based on the raw material. This includes cotton/wood pulp, bamboo, starch, and others. According to the report, cotton/wood pulp represented the largest segment due to the rising awareness among individuals about maintaining hygiene. In addition, cotton or wood pulp diapers are made from natural materials that do not harm the skin and prevent rashes or itching.

End-User Insights:

Babies Adults

A detailed breakup and analysis of the biodegradable diapers market based on the end-user has also been provided in the report. This includes babies and adults. According to the report, babies accounted for the largest market share, as biodegradable baby diapers are manufactured from waterproof and sustainable fabrics that are skin friendly for babies. Moreover, the rising demand for biodegradable baby diapers, as they are convenient, easy to use, and cost-effective is positively influencing the market.

Distribution Channel Insights:

Pharmacies Supermarkets and Hypermarkets Convenience Stores Online Others

A detailed breakup and analysis of the biodegradable diapers market based on the distribution channel has also been provided in the report. This includes pharmacies, supermarkets and hypermarkets, convenience stores, online, and others. According to the report, pharmacies accounted for the largest market share, as they are in and around residential areas and are a convenient point of purchase for consumers. Additionally, there is a rise in the preference for buying biodegradable diapers from pharmacists, as they provide extra advice about the product.

Regional Insights:

North America Europe Asia- Pacific Latin America Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. According to the report, North America was the largest market for biodegradable diapers. Some of the factors driving the North America biodegradable diapers market included the growing geriatric population, rising awareness about

maintaining hygiene, and increasing prevalence of adult urinary incontinence. In addition, governing agencies in the region are encouraging the adoption of eco-friendly products, which is contributing to the growth of the market.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global biodegradable diapers market. Some of the companies covered in the report include:

Earth's Best (Hain Celestial)

Bamboo Nature

Seventh Generation

Kimberely-Clark

GroVia

Naty AB

The Honest Company

Ontex Group

Babyganics

Unicharm

Pamper

Flip Diaper

Bumkins Company

Please note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global biodegradable diapers market in 2023?
2. What is the expected growth rate of the global biodegradable diapers market during 2024-2032?
3. What are the key factors driving the global biodegradable diapers market?
4. What has been the impact of COVID-19 on the global biodegradable diapers market?
5. What is the breakup of global biodegradable diapers market based on the raw material?
6. What is the breakup of global biodegradable diapers market based on the end-user?
7. What is the breakup of global biodegradable diapers market based on the distribution channel?
8. What are the key regions in the global biodegradable diapers market?

9. Who are the key players/companies in the global biodegradable diapers market?

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