

# Diaper Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global diaper market size reached US\$ 78.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 124.5 Billion by 2028, exhibiting a growth rate (CAGR) of 8% during 2023-2028.

A diaper is an undergarment made of absorbent material that allows wearers to urinate and defecate without the usage of a toilet. It is made using various fabrics, such as cotton, hemp, tissue paper, and synthetic disposable materials. It has an inner lining of polypropylene, which aids in improving fluid absorption and protecting the outer cloth from being soiled. It helps remove moisture and minimize skin allergies, rashes, and infections among infants and persons with disabilities. Presently, diaper is widely available in numerous shapes and sizes to meet the requirement of individuals.

### Diaper Market Trends:

At present, the rising occurrence of skin diseases among babies and the growing awareness among parents about the benefits of maintaining early childhood hygiene represent one of the key factors catalyzing the demand for diapers across the globe. This, along with the increasing prevalence of functional and cognitive impairment and urinary tract infections (UTIs), is driving the sales of diapers. Besides this, the expansion of organized distribution channels and the shifting consumer reliance on online shopping platforms to get exciting discounts and ease of delivery are offering lucrative growth opportunities to manufacturers. Furthermore, leading market players are focusing on introducing plant-based and eco-friendly diapers made without chemicals and toxic skincare ingredients. They are also focusing on incorporating nanotechnology and manufacturing smart diapers with sensors to detect leakage automatically. Moreover, continuous investments by key players in celebrity endorsements and social media promotions to expand their consumer base are

currently favoring the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global diaper market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type and distribution channel.

#### Breakup by Product Type (Baby Diaper):

- Disposable Diapers
- Training Diapers
- Cloth Diapers
- Swim Pants
- Biodegradable Diapers

Disposable diapers currently represent the most commonly used product type of baby diapers as they are convenient and safe to use.

#### Breakup by Product Type (Adult Diaper):

- Pad
- Flat
- Pant

Adult pad type diaper holds the largest market share as it avoids leakage and absorbs moisture without irritating the skin.

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Pharmacies
- Convenience Stores
- Online Stores
- Others

The majority of the diapers are distributed through pharmacies on account of several advantages like quality customer service and personalized advice.

## Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The Asia Pacific enjoys the leading position in the market due to the rising awareness among parents about the importance of maintaining proper hygiene of babies.

## Competitive Landscape:

The competitive landscape of the market is characterized by the presence of numerous small and large manufacturers who compete in terms of prices and quality. Some of the leading players operating in the market are:

Kao Corporation

Kimberly-Clark Corporation

Procter & Gamble Company

Svenska Cellulosa Aktiebolaget (SCA)

## Unicharm Corporation

### Key Questions Answered in This Report:

How has the global diaper market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global diaper market?

What are the key regional markets?

Which are the popular product types?

What are the major distribution channels?

What are the various stages in the value chain of the market?

What are the key driving factors and challenges in the market?

What is the structure of the market and who are the key players?

What is the degree of competition in the market?

How are diapers manufactured?

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