

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

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## Abstracts

The diaper market in India size reached US\$ 1.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2.4 Billion by 2028, exhibiting a growth rate (CAGR) of 8.05% during 2023-2028.

A diaper refers to an absorbent undergarment worn by infants, aged people, and individuals with disabilities to control their bladder and bowel movements. It is manufactured by piling several layers of fabric, such as hemp, cotton, bamboo, plastic, and polyethylene, with an inner lining of polypropylene. It aids in improving fluid absorption and retention abilities. As a result, it is widely available in numerous sizes, shapes, and weights to meet the requirement of users.

### Diaper Market in India Trends:

At present, the increasing consciousness about personal hygiene among individuals represents one of the major factors positively influencing the demand for diapers in India. Moreover, rising concerns of parents about the overall health and hygiene of their babies are favoring the market growth in the country. In addition, the growing prevalence of functional and cognitive impairment, constipation, urinary tract infection (UTI), and urinary incontinence, especially among the aging population, is contributing to the market growth. The increasing awareness among individuals about the benefits provided by adult diapers is also bolstering the market growth in India. Apart from this, product manufacturers are introducing eco-friendly, plant-based, organic, and natural variants made without harmful and toxic skincare ingredients. They are also incorporating nanotechnology to replace potentially harmful materials, which is providing a thrust to the market growth. Leading players operating in the region are focusing on launching smart diapers that are integrated with sensors to detect leakage and prevent skin infections and irritation. Along with this, the launch of premium diapers formulated

for sensitive skin with sustainable packaging solutions to reduce carbon footprints is providing a thrust to the market growth. The rising environmental concerns among the masses and increasing awareness about the harmful impact of chemicals present in conventional diapers is also creating a positive outlook for the market in the country.

#### Key Market Segmentation:

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

#### Breakup by Product Type:

- Baby Diapers
  - Baby Disposable Diaper
  - Baby Training Diaper
  - Baby Cloth Diaper
  - Baby Swim Pants
- Others
  - Adult Diapers
    - Adult Pad Type Diaper
    - Adult Flat Type Diaper
    - Adult Pant Type Diaper

Based on product type, the market has been segregated into baby and adult diapers.

#### Breakup by Distribution Channel:

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

Based on distribution channel, the market has been segmented into pharmacies, online stores, supermarkets and hypermarkets, convenience stores, and others.

#### Breakup by Region:

West and Central India  
South India  
North India  
East and North-East

Region-wise, the market has been classified into West and Central India, South India, North India, and East and North-East India.

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being The Procter & Gamble Company, India, Unicharm India Pvt. Ltd, Kimberly-Clark India Pvt. Ltd, Nobel Hygiene Pvt. Ltd., Pan Healthcare Pvt. Ltd. (PHPL), Swara Baby Products Pvt. Ltd., Millennium Baby Care Pvt. Ltd., Uniclan Healthcare Pvt. Ltd., Luzon Healthcare LLP, Kangaroo Healthcare, RGI Meditech Pvt. Ltd., Tataria Hygiene, Myra Hygiene Products Pvt Ltd., Kamal Healthcare Products Pvt. Ltd. and Seni (TZMO SA).

#### Key Questions Answered in This Report

1. What was the size of the diaper market in India in 2022?
2. What is the expected growth rate of the diaper market in India during 2023-2028?
3. What are the key factors driving the diaper market in India?
4. What has been the impact of COVID-19 on the diaper market in India?
5. What is the breakup of the diaper market in India based on the product type?
6. What is the breakup of the diaper market in India based on the distribution channel?
7. What are the key regions in the diaper market in India?
8. Who are the key players/companies in the diaper market in India?

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