

North America Adult Diaper Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The North America adult diaper market size reached US\$ 4.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.4 Billion by 2028, exhibiting a growth rate (CAGR) of 7.4% during 2023-2028.

Adult diaper, also known as adult nappy, is a type of underwear that is worn by adults in case of urinary incontinence, mobility impairment, severe diarrhea/dementia and other medical conditions. These diapers help them in urination and defecation without using toilets, thereby preventing their clothes from being soiled. The inner and outer linings of the adult diaper are generally made from polypropylene and polyethylene. Moreover, as the inner lining is directly in contact with the skin of the consumers, it is infused with vitamin E, aloe vera and several other skin-friendly compounds. Currently, there is a rise in the demand for adult diapers in North America on account of the growing geriatric population.

At present, North America represents one of the leading adult diaper markets globally owing to its increasing population and rising awareness among consumers about the attributes offered by adult diapers. In addition to this, with sedentary lifestyles, high per capita income, and increasing consumption of frozen, packaged and fast food, most of the population in the region suffer from obesity which, in turn, is leading to a high rate of adult incontinence. Further, the easy availability of adult diapers through pharmacies, online stores and supermarkets/hypermarkets is also boosting the market growth in the region.

Key Market Segmentation:

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

Key Regions Analyzed

United States

Canada

Analysis for Each Country

Market by Type

Adult Pad Type Diaper

Adult Flat Type Diaper

Adult Pant Type Diaper

Market by Distribution Channel

Pharmacies

Convenience Stores

Online Stores

Others

Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis

PESTEL Analysis

Government Regulations

Competitive Landscape

Competitive Structure

Key Player Profiles

IMARC Group's latest report provides a deep insight into the North America adult diaper market covering all its essential aspects. This ranges from macro overview of the

market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the North America adult diaper market in any manner.

Key Questions Answered in This Report:

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

What are the key regions in the North America adult diaper market?

What has been the impact of COVID-19 on the North America adult diaper market?

What is the breakup of the North America adult diaper market on the basis of type?

What is the breakup of the North America adult diaper market on the basis of distribution channel?

What are the various stages in the value chain of the North America adult diaper industry?

What are the key driving factors and challenges in the North America adult diaper industry?

What is the structure of the North America adult diaper industry and who are the key players?

What is the degree of competition in the North America adult diaper industry?

What are the profit margins in the North America adult diaper industry?

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