

North America Adult Diaper Market Report by Type (Adult Pad Type Diaper, Adult Flat Type Diaper, Adult Pant Type Diaper), Distribution Channel (Pharmacies, Convenience Stores, Online Stores, and Others), and Country 2024-2032

<https://marketpublishers.com/r/N9F175F97A2DEN.html>

Date: March 2024

Pages: 124

Price: US\$ 3,699.00 (Single User License)

ID: N9F175F97A2DEN

Abstracts

The North America adult diaper market size reached US\$ 5.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 9.5 Billion by 2032, exhibiting a growth rate (CAGR) of 6.5% during 2024-2032.

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 2024-2032. 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

1. What was the size of the North America adult diaper market in 2023?
2. What is the expected growth rate of the North America adult diaper market during 2024-2032?
3. What are the key factors driving the North America adult diaper market?
4. What has been the impact of COVID-19 on the North America adult diaper market?
5. What is the breakup of the North America adult diaper market based on the type?
6. What is the breakup of the North America adult diaper market based on the distribution channel?
7. What are the key regions in the North America adult diaper market?

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