

North America Diaper Market Report by Baby Diaper Type (Disposable Diapers, Training Diapers, Cloth Diapers, Swim Pants, Biodegradable Diapers), Adult Diaper Type (Pad Type, Flat Type, Pant Type), Distribution Channel (Supermarkets and Hypermarkets, Pharmacies, Convenience Stores, Online Stores, and Others), and Country 2024-2032

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Abstracts

The North America diaper market size reached US\$ 75.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 91.4 Billion by 2032, exhibiting a growth rate (CAGR) of 2.1% during 2024-2032.

A diaper is a type of underwear which allows the wearer to defecate or urinate without utilizing a toilet. It is largely worn by toddlers, infants and children who aren't, yet toilet trained. Moreover, a variant of diaper is also used by adult patients with health conditions like mobility impairment, incontinence or severe diarrhea. A diaper prevents the outer cloth from being soiled by absorbing or containing the waste products. The outer lining of a diaper is usually made of polyethylene while the inner lining is made of polypropylene. In order to enhance the quality, generally the inner lining of diaper is now infused with skin-friendly compounds such as aloe-vera or vitamin E.

North America diaper market is currently being driven by several factors. The high literacy rates and widespread awareness of personal hygiene have catalyzed the baby diaper market in the region. Moreover, the surging geriatric population coupled with the increasing obesity levels have induced adult incontinence among consumers, thus, driving the adult diaper market. Apart from this, the high per capita incomes and extensive product diversity have also stimulated the market growth in the region. In

addition to this, the rapid demand for biodegradable products supported by the increasing environmental concerns are projected to improve the growth prospects of the overall diaper market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America diaper market report, along with forecasts at the regional and country level from 2024-2032. Our report has categorized the market based on product type and distribution channel.

Key Regions Analysed

United States

Canada

Analysis for Each Country

Market by Product Type

Baby Diaper Market by Product Type

Disposable Diapers

Training Diapers

Cloth Diapers

Swim Pants

Biodegradable Diapers

Adult Diaper Market by Product Type

Pad Type

Flat Type

Pant Type

Market by Distribution Channel

Supermarkets and Hypermarkets

Pharmacies

Convenience Stores

Online Stores

Others

Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis
Competitive Landscape
Competitive Structure
Key Player Profiles

Key Questions Answered in This Report:

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

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

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

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

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

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

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

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

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

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

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

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

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL DIAPER MARKET

- 5.1 Market Performance
- 5.2 Market Breakup by Baby Diaper Product Type
- 5.3 Market Breakup by Adult Diaper Product Type
- 5.4 Market Breakup by Distribution Channel
- 5.5 Market Breakup by Region
- 5.6 Market Forecast

6 NORTH AMERICA DIAPER MARKET

- 6.1 Market Performance
- 6.2 Impact of COVID-19
- 6.3 Market Forecast

7 NORTH AMERICA DIAPER MARKET: BABY DIAPER BREAKUP BY PRODUCT

North America Diaper Market Report by Baby Diaper Type (Disposable Diapers, Training Diapers, Cloth Diapers, S...

TYPE

- 7.1 Disposable Diapers
- 7.2 Training Diapers
- 7.3 Cloth Diapers
- 7.4 Swim Pants
- 7.5 Biodegradable Diapers

8 NORTH AMERICA DIAPER MARKET: ADULT DIAPER BREAKUP BY PRODUCT TYPE

- 8.1 Pad Type
- 8.2 Flat Type
- 8.3 Pant Type

9 NORTH AMERICA DIAPER MARKET: BREAKUP BY DISTRIBUTION CHANNEL

- 9.1 Supermarkets and Hypermarkets
- 9.2 Pharmacies
- 9.3 Convenience Stores
- 9.4 Online Stores
- 9.5 Others

10 NORTH AMERICA DIAPER MARKET: BREAKUP BY COUNTRY

- 10.1 United States
 - 10.1.1 Historical market Trends
 - 10.1.2 Market Breakup by Baby Diaper Product Type
 - 10.1.3 Market Breakup by Adult Diaper Product Type
 - 10.1.4 Market Breakup by Distribution Channel
 - 10.1.5 Market Forecast
- 10.2 Canada
 - 10.2.1 Historical market Trends
 - 10.2.2 Market Breakup by Baby Diaper Product Type
 - 10.2.3 Market Breakup by Adult Diaper Product Type
 - 10.2.4 Market Breakup by Distribution Channel
 - 10.2.5 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

- 12.1 Overview
- 12.2 Raw Material Suppliers
- 12.3 Diaper Manufacturers
- 12.4 Distributors
- 12.5 Hospitals
- 12.6 Retailers
- 12.7 Exporters
- 12.8 End-Users

13 PORTER'S FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Rivalry
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players

List Of Tables

LIST OF TABLES

Table 1: North America: Diaper Market: Key Industry Highlights, 2023 and 2032

Table 2: North America: Diaper Market Forecast: Baby Diaper Breakup by Product Type (in Million US\$), 2024-2032

Table 3: North America: Diaper Market Forecast: Adult Diaper Breakup by Product Type (in Million US\$), 2024-2032

Table 4: North America: Diaper Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: North America: Diaper Market Forecast: Breakup by Country (in Million US\$), 2024-2032

Table 6: North America: Diaper Market: Competitive Structure

Table 7: North America: Diaper Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: North America: Diaper Market: Major Drivers and Challenges

Figure 2: Global: Diaper Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Diaper Market: Baby Diaper Breakup by Product Type (in %), 2023

Figure 4: Global: Diaper Market: Adult Diaper Breakup by Product Type (in %), 2023

Figure 5: Global: Diaper Market: Breakup by Distribution Channel (in %), 2023

Figure 6: Global: Diaper Market: Breakup by Region (in %), 2023

Figure 7: Global: Diaper Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 8: North America: Diaper Market: Sales Value (in Billion US\$), 2018-2023

Figure 9: North America: Diaper Market Forecast: Sales Value (in Billion US\$),
2024-2032

Figure 10: North America: Diaper Market: Breakup by Product Type (Baby Diaper) (in %), 2023

Figure 11: North America: Diaper (Disposable Diapers) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: North America: Diaper (Disposable Diapers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: North America: Diaper (Training Diapers) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: North America: Diaper (Training Diapers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: North America: Diaper (Cloth Diapers) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: North America: Diaper (Cloth Diapers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: North America: Diaper (Swim Pants) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: North America: Diaper (Swim Pants) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: North America: Diaper (Biodegradable Diapers) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: North America: Diaper (Biodegradable Diapers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: North America: Diaper Market: Breakup by Product Type (Adult Diaper) (in %), 2023

Figure 22: North America: Diaper (Pad Type) Market: Sales Value (in Million US\$), 2018

& 2023

Figure 23: North America: Diaper (Pad Type) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: North America: Diaper (Flat Type) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: North America: Diaper (Flat Type) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: North America: Diaper (Pant Type) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: North America: Diaper (Pant Type) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: North America: Diaper Market: Breakup by Distribution Channel (in %), 2023

Figure 29: North America: Diaper Market: Sales Through Supermarkets and Hypermarkets (in Million US\$), 2018 & 2023

Figure 30: North America: Diaper Market Forecast: Sales Through Supermarkets and Hypermarkets (in Million US\$), 2024-2032

Figure 31: North America: Diaper Market: Sales Through Pharmacies (in Million US\$), 2018 & 2023

Figure 32: North America: Diaper Market Forecast: Sales Through Pharmacies (in Million US\$), 2024-2032

Figure 33: North America: Diaper Market: Sales Through Convenience Stores (in Million US\$), 2018 & 2023

Figure 34: North America: Diaper Market Forecast: Sales Through Convenience Stores (in Million US\$), 2024-2032

Figure 35: North America: Diaper Market: Sales Through Online Stores (in Million US\$), 2018 & 2023

Figure 36: North America: Diaper Market Forecast: Sales Through Online Stores (in Million US\$), 2024-2032

Figure 37: North America: Diaper Market: Sales Through Other Distribution Channels (in Million US\$), 2018 & 2023

Figure 38: North America: Diaper Market Forecast: Sales Through Other Distribution Channels (in Million US\$), 2024-2032

Figure 39: North America: Diaper Market: Breakup by Country (in %), 2023

Figure 40: United States: Diaper Market: Sales Value (in Million US\$), 2018-2023

Figure 41: United States: Diaper Market: Baby Diaper Breakup by Product Type (in %), 2023

Figure 42: United States: Diaper Market: Adult Diaper Breakup by Product Type (in %), 2023

Figure 43: United States: Diaper Market: Breakup by Distribution Channel (in %), 2023

Figure 44: United States: Diaper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Canada: Diaper Market: Sales Value (in Million US\$), 2018-2023

Figure 46: Canada: Diaper Market: Baby Diaper Breakup by Product Type (in %), 2023

Figure 47: Canada: Diaper Market: Adult Diaper Breakup by Product Type (in %), 2023

Figure 48: Canada: Diaper Market: Breakup by Distribution Channel (in %), 2023

Figure 49: Canada: Diaper Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: North America: Diaper Industry: SWOT Analysis

Figure 51: North America: Diaper Industry: Value Chain Analysis

Figure 52: North America: Diaper Industry: Porter's Five Forces Analysis

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