

Global Disposable Diapers Market Forecast 2017-2024

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Abstracts

KEY FINDINGS

The Disposable Diaper market is projected to grow from at a CAGR of 6.86% during the forecast period of 2017 to 2023. The decreasing infant mortality and increase in population due to health awareness is a primary driver for disposable diapers market.

MARKET INSIGHTS

The global disposable diaper market is segregated into Category, Retailing and Geography. The disposable diaper category market is segmented into Incontinence disposable diapers and Baby disposable diapers. The Incontinence disposable diapers market is further segmented into Light Incontinence and Heavy/Medium Incontinence. The Baby disposable diapers market is further segmented into Disposable Pants and Nappies/Diapers. The Retailing disposable diaper market is segmented into Store-based retailing, Internet retailing and other retailing markets. The disposable diaper market on the basis of geography is segregated into Europe, North America, Asia Pacific, Middle East and Africa and Rest of the world.

The growth in global healthcare expenditure, changing lifestyles, a shift from rural to urban regions, upsurge in disposable and dual household income, rise in literacy among women are primary drivers for the growth of disposable diaper market. An increase in the birthrate in countries such as India and china is a major market driver in the Asia-Pacific region. The growth in geriatric population and successful online specialized retailers are the additional drivers responsible for the growth of the disposable diapers market. Inversely, drop in the birth rate in the economically developed countries and the releases of volatile organic compounds (VOCs) are the market restraints for the growth of disposable diapers market. The rapid utilization of disposable adult diapers among the elderly people is leading to increased demand in the market due to technological

advancements.

REGIONAL INSIGHTS

Asia-Pacific is the largest market for disposable diapers market due to an increased demand for disposable diapers. Also, it is anticipated to proliferate during the forecast period 2017-2023. Europe is the second largest market for disposable diapers due to the growth of the end-user industries. The U.S market dominates the North American market and is anticipated to grow at a high CAGR during the forecast period. The Middle East and Africa is anticipated to grow at a CAGR of 4.88% during the forecast period. Investments by the major market players in the respective regions are anticipated to boost the regional markets.

COMPETITIVE INSIGHTS

The leading players of the disposable diapers market are Georgia-Pacific corp., Johnson & Johnson, Hengan international group co ltd, Procter & gamble co, SCA, Unicharm, Domtar, Kao corp., Indevco and Kimberly-Clark. The global market leader in disposable diapers market is Procter & Gamble. The prominent disposable diaper by Procter & Gamble is Pampers since 1961.

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