

NORTH AMERICA DISPOSABLE DIAPERS MARKET FORECAST 2017-2024

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Abstracts

KEY FINDINGS

The U.S market dominates the North American Disposable diaper market and is anticipated to grow at a high CAGR during the forecast period. 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 North America disposable diaper market on the basis of geography is segregated into United States (U.S.), Canada and Rest of North America.

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.

Contents

1. RESEARCH SCOPE

- 1.1. STUDY GOALS
- 1.2. SCOPE OF THE MARKET STUDY
- 1.3. WHO WILL FIND THIS REPORT USEFUL?
- 1.4. STUDY AND FORECASTING YEARS

2. RESEARCH METHODOLOGY

- 2.1. SOURCES OF DATA
 - 2.1.1. SECONDARY DATA
 - 2.1.2. PRIMARY DATA
- 2.2. TOP DOWN APPROACH
- 2.3. BOTTOM-UP APPROACH
- 2.4. DATA TRIANGULATION

3. EXECUTIVE SUMMARY

- 3.1. MARKET SUMMARY
- 3.2. KEY FINDINGS

4. MARKET OVERVIEW

- 4.1. MARKET DRIVERS
 - 4.1.1. GROWING NORTH AMERICA HEALTHCARE EXPENSE
 - 4.1.2. SHIFT FROM RURAL TO URBAN REGIONS
 - 4.1.3. CHANGING LIFESTYLES
 - 4.1.4. INCREASING DISPOSABLE AND DUAL HOUSEHOLD INCOME
 - 4.1.5. GROWING LITERACY RATE OF WOMEN
 - 4.1.6. INCREASE IN TREMENDOUS BIRTH RATE IN COUNTRIES LIKE CHINA AND INDIA
 - 4.1.7. GROWING 60+ AGE GROUP
 - 4.1.8. SUCCESSFUL ONLINE SPECIALISED RETAILER
- 4.2. MARKET RESTRAINTS
 - 4.2.1. DROPPING BIRTH RATE IN THE DEVELOPED COUNTRIES
 - 4.2.2. RELEASE OF VOLATILE ORGANIC COMPOUNDS (VOCs) BY MANY DISPOSABLE DIAPERS CAN CAUSE VARIOUS PROBLEMS

4.3. MARKET OPPORTUNITIES

4.3.1. INCREASING DEMAND FOR TECHNICAL ADVANCEMENT

4.3.2. GROWING DEMAND FROM EMERGING COUNTRIES

4.4. MARKET CHALLENGES

4.4.1. CHANGING BABY DIAPERS

4.4.2. QUITE EXPENSIVE SO CANNOT BE USE FREQUENTLY

4.4.3. HARMFUL CHEMICALS IN DISPOSABLE DRIVERS

4.4.4. BABY HEALTH PROBLEMS RELATED TO BABY DIAPERS

5. NORTH AMERICA INCONTINENCE DISPOSABLE DIAPERS MARKET, BY CATEGORY

5.1. INTRODUCTION

5.2. LIGHT INCONTINENCE

5.3. HEAVY/MEDIUM INCONTINENCE

6. NORTH AMERICA BABY DISPOSABLE DIAPERS MARKET, BY CATEGORY

6.1. INTRODUCTION

6.2. DISPOSABLE PANTS

6.3. NAPPIES/DIAPERS

7. NORTH AMERICA DISPOSABLE DIAPERS MARKET, BY RETAILING

7.1. INTRODUCTION

7.2. STORE-BASED RETAILING

7.3. INTERNET RETAILING

7.4. OTHER RETAILING

8. KEY ANALYTICAL

8.1. PORTER'S 5 FORCES ANALYSIS

8.1.1. THREAT OF NEW ENTRANTS

8.1.2. THREAT OF SUBSTITUTE PRODUCTS OR SERVICES

8.1.3. BARGAINING POWER OF BUYERS

8.1.4. BARGAINING POWER OF SUPPLIERS

8.1.5. INTENSITY OF COMPETITIVE RIVALRY

8.2. VALUE CHAIN ANALYSIS

8.3. SEE SAW ANALYSIS

8.4. TOP 3 GEOGRAPHIES

9. REGIONAL ANALYSIS

9.1. NORTH AMERICA

9.1.1. UNITED STATES (U.S.)

9.1.2. CANADA

9.1.3. REST OF NORTH AMERICA

10. COMPANY PROFILES

10.1. COMPETITIVE LANDSCAPE

10.1.1. KEY COMPANY ANALYSIS

10.2. JOHNSON & JOHNSON

10.2.1. OVERVIEW

10.2.2. PRODUCT PORTFOLIO

10.2.3. SWOT ANALYSIS

10.3. DOMTAR

10.3.1. OVERVIEW

10.3.2. SWOT ANALYSIS

10.4. GEORGIA-PACIFIC CORP

10.4.1. OVERVIEW

10.4.2. SWOT ANALYSIS

10.5. HENGAN INTERNATIONAL GROUP CO LTD.

10.5.1. OVERVIEW

10.5.2. SWOT ANALYSIS

10.6. KAO CORP.

10.6.1. OVERVIEW

10.6.2. SWOT ANALYSIS

10.7. PROCTER & GAMBLE CO

10.7.1. OVERVIEW

10.7.2. PRODUCT PORTFOLIO

10.7.3. SWOT ANALYSIS

10.8. SCA

10.8.1. OVERVIEW

10.8.2. PRODUCT PORTFOLIO

10.8.3. SWOT ANALYSIS

10.9. UNICHARM

10.9.1. OVERVIEW

- 10.9.2. PRODUCT PORTFOLIO
- 10.9.3. SWOT ANALYSIS
- 10.10. KIMBERLY-CLARK
 - 10.10.1. OVERVIEW
 - 10.10.2. PRODUCT PORTFOLIO
 - 10.10.3. SWOT ANALYSIS
- 10.11. INDEVCO
 - 10.11.1. OVERVIEW
 - 10.11.2. PRODUCT PORTFOLIO

TABLE LIST

TABLE 1 NORTH AMERICA DISPOSABLE DIAPERS MARKET, BY REGION
2017-2024 (\$MILLION)

TABLE 2 NORTH AMERICA DISPOSABLE DIAPERS MARKET, INCONTINENCE BY
CATEGORY 2017-2024 (\$MILLION)

TABLE 3 NORTH AMERICA DISPOSABLE DIAPERS MARKET, BY COUNTRY,
2017-2024 (\$MILLION)

TABLE 4 NORTH AMERICA DISPOSABLE DIAPERS MARKET, BY RETAILING,
2017-2024 (\$MILLION)

TABLE 5 NORTH AMERICA BABY DISPOSABLE DIAPERS MARKET, BY
CATEGORY, 2017-2024 (\$MILLION)

FIGURES LIST

FIGURE 1 NORTH AMERICA DISPOSABLE DIAPERS MARKET SHARE BY
RETAILING 2016 AND 2024(%) (\$MILLION)

FIGURE 2 POPULATION BY AGE GROUPS

FIGURE 3 NORTH AMERICA DISPOSABLE DIAPERS MARKET, INCONTINENCE BY
CATEGORY MARKET SHARE, 2016 & 2024 (%)

FIGURE 4 LIGHT INCONTINENCE DISPOSABLE DIAPER MARKET, 2017-2024(\$
MILLION)

FIGURE 5 HEAVY/MEDIUM INCONTINENCE DISPOSABLE DIAPER MARKET,
2017-2024(\$ MILLION)

FIGURE 6 NORTH AMERICA BABY DISPOSABLE DIAPERS MARKET, BY
CATEGORY MARKET SHARE, 2017 & 2024 (%)

FIGURE 7 DISPOSABLE PANTS DIAPER MARKET, 2017-2024(\$ MILLION)

FIGURE 8 NAPPIES/DIAPER MARKET, 2017-2024(\$ MILLION)

FIGURE 9 NORTH AMERICA DISPOSABLE DIAPERS MARKET, BY RETAILING
2017-2024(\$ MILLION)

FIGURE 10 NORTH AMERICA DISPOSABLE DIAPERS MARKET, BY RETAILING

MARKET SHARE, 2016 & 2024 (%)

FIGURE 11 NORTH AMERICA STORE-BASED DISPOSABLE DIAPERS MARKET, BY RETAILING 2017-2024(\$ MILLION)

FIGURE 12 NORTH AMERICA INTERNET RETAILING DISPOSABLE DIAPERS MARKET, BY RETAILING 2017-2024(\$ MILLION)

FIGURE 13 NORTH AMERICA INTERNET RETAILING DISPOSABLE DIAPERS MARKET SHARE, BY REGION, 2016 & 2024 (%)

FIGURE 14 NORTH AMERICA OTHER RETAILING DISPOSABLE DIAPERS MARKET, BY RETAILING 2017-2024(\$ MILLION)

FIGURE 15 NORTH AMERICA DISPOSABLE DIAPERS MARKET, BY REGION, 2017-2024 (\$ MILLION)

FIGURE 16 NORTH AMERICA DISPOSABLE DIAPERS MARKET, BY REGION, 2017 & 2024 (%)

FIGURE 17 NORTH AMERICA DISPOSABLE DIAPERS MARKET SHARE, BY COUNTRY, 2016 (%)

FIGURE 18 U.S. DISPOSABLE DIAPERS MARKET 2017-2024 (\$MILLION)

FIGURE 19 CANADA DISPOSABLE DIAPERS MARKET 2017-2024 (\$MILLION)

FIGURE 20 REST OF NORTH AMERICA: DISPOSABLE DIAPERS MARKET 2017-2024 (\$MILLION)

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