

# **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.

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