

# Asia Pacific Baby Diaper Market (2016-2022)

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## Abstracts

Disposable income among the middle-class population has allowed fashion to enter the mainstream. Customers look for diapers which have dual facilities, for instance, in Thailand disposable diapers used are in the form of pull-up-pants replacing the tape-fastening disposable diapers. The demand for such diapers has gained popularity in the Asian market, as substitutes are easily available.

The developing countries would be the most potential regions for market growth. Market leaders have floated differentiated products to remain competitive and garner better market share. Some of the examples would be P&G introduced Pampers Magic Nickers, Huggies introduced Huggies New Born, specially targeting mothers of new born babies, etc.

The Asian customers are majorly price sensitive. Nevertheless, growing awareness about hygiene of the babies, and rise in the disposable income have allowed the middle-class population to seek out products that are in line with the hygienic standards.

The report highlights the adoption of Baby Diapers in Asia Pacific. Based on Product Type, the market is segmented into Cloth Diapers, Disposable Diapers, Training Nappy, Swim Pants and Biodegradable Diapers. Based on Product, the Cloth Diapers market is segmented into Flat Cloth Diapers, Fitted Cloth Diapers, Pre-fold Cloth Diapers, All-in-one Cloth Diapers and Other Cloth Diapers; the Disposable Diapers market is segmented into Ultra Absorbent Disposable Diapers, Regular Disposable Diapers, Super Absorbent Disposable Diaper, Bio-degradable Disposable Diaper. The countries included in the report are China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia Pacific.

Key Companies profiled in the report includes Kimberly- Clark Corporation, Unicharm, Bumkins, Svenska Cellulosa Aktiebolaget Company, Hengan, American Baby

Company, Procter & Gamble Company (P&G) and Kao Corporation.

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