

LAMEA Baby Diaper Market (2016-2022)

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Abstracts

LAMEA Baby Diapers Market is expected to grow at a CAGR of 7.4% during 2016-2022. Technological advancements have been a common phenomenon in almost all the industries. Research and development within the company environment has allowed companies to launch new products in regular intervals.

Internet marketing is still not fully exploited in the developing economies such as India and China. Internet marketing has the potential to create product awareness amongst the people, as most of the crowd now is internet literate and looks for opportunities online for making decisions. Marketing baby diapers online would be a new revenue stream for many of the companies, and also a powerful medium to build brand awareness.

The Brazil market dominated the LAMEA Baby Diapers Market in 2015, and would reach a market size of \$1,321.4 million by 2022, growing at a CAGR of 6.8% during the forecast period. However, Argentina market is expected to grow at CAGR of 8.2% during 2016-2022.

The Disposable Diapers market contributed the larger revenue share to the LAMEA Baby Diapers Market in 2015, and would grow at a CAGR of 6.7% during the forecast period. The Cloth Diapers market is anticipated to grow at 9.2% CAGR during forecast period.

The report highlights the adoption of Baby Diapers in LAMEA (Latin America, Middle East and Africa). 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, Biodegradable Disposable Diaper. The countries included in the report are Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA.

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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