

# Adult Diapers Market - Forecasts from 2020 to 2025

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## Abstracts

The adult diapers market was valued at US\$4.129 billion in 2019. The adult diaper also known as adult nappy is a type of diapers especially made to be worn by adults. Diapers are required to be worn by adults suffering from dementia, mobility impairment, incontinence, and severe diarrhoea. The market is projected to propel at a notable rate throughout the forecast period primarily on account of the rising prevalence of these diseases across various countries around the globe. Furthermore, the rising geriatric population, especially in the highly developed economies of the globe due to the constantly growing geriatric population as old people are more susceptible to these types of diseases. In addition, the growth in disposable income has led towards increased affordability of various personal care and hygiene products, which is considered to be a key factor supplementing the market growth during the next five years. Moreover, the rapid urbanization coupled with the growing inclination of people towards personal hygiene are also considered to be some of the factors amplifying the demand for adult diapers, thus driving the market growth to some extent during the forecast period. The growing participation by key market players in the form of campaigns, advertisements, and promotions for spreading awareness about the use and benefits of adult diapers also shows the opportunities for the key players to invest in the market and gain a competitive edge in the coming years. Furthermore, the growing applications of diapers for non-medical conditions by various working professionals due to long working shifts is further expected to widen up the opportunities for the key players of the market in the near future.

However, the low awareness regarding the use of diapers coupled with the low purchasing power of the people in the developing economies is considered to be a prime factor inhibiting the market growth to some extent during the coming years. Also, the recent outbreak of the COVID-19 disease has led to the disruption in the supply chain activities thus, it has resulted in the increased raw material prices, temporary halt in the manufacturing activities. All these factors are anticipated to inhibit market growth

moderately during the short run.

### Growing geriatric population is driving the market growth

The prime factor that is driving the adult diapers market growth during the next five years. The rising aging population, especially in the developed economies of the region is propelling the demand for diapers as the demographic shift towards an older population is a major factor that is putting a higher burden regarding the various age-associated disease. The factors for this demographic shift include declining fertility and increased life expectancy coupled with a healthy lifestyle. According to the data from the United Nations, the aged population (number of people aged 60 years or above) is projected to reach 2080.5 million by the year 2050 from just 962.3 million in 2017. As old people are considered susceptible to suffer diseases such as incontinence and mobility disorders among others, the demand for adult diapers is growing significantly, thus positively impacting the market growth during the next five years. Moreover, as per the statistics from the World Bank Group, the global population of ages 65 and above increased reached 673,618,927 in 2018 from 523,666,170 in 2010.

### Growing prevalence of age-associated diseases

One of the key factors bolstering the adult diapers market growth includes the rising prevalence of age-associated diseases such as dementia, mobility disorders, and incontinence among others which is further instigating the adoption of diapers among the adults, thus positively influencing the growth throughout the forecast period. For instance, according to the ICOPE Guidelines (2017) report by the World Health Organization, the prevalence of urinary incontinence ranged from 9.9% to 36.1%. Also, the prevalence is considerably higher in females.

Furthermore, the high prevalence of mobility disorders is also considered to be a prime factor supplementing the demand for adult diapers, thus driving the market growth during the coming years. According to the statistics from the U.S Department of Health and Human Services, mobility disability is the most common disability among the adults in the United States, one out of every seven adults suffer from mobility disorders.

Moreover, worldwide around 50 million people have dementia, and the new cases of dementia every year increase by 10 million cases (Source: The World Health Organization). Also, dementia is considered to be a major cause of disability and dependency among adults around the globe.

The segmentation of the adult diapers market has been done on the basis of type, distribution channel, and geography. On the basis of type, the segmentation of the market has been done on the basis of pad type, tape on, pant style, and others. On the basis of the distribution channel, the market has been segmented on the basis of online and offline. Geographically, the market has been segmented on the basis of North America, South America, Europe, Middle East and Africa, and Asia Pacific.

## Key Developments

In December 2019, 180 Medical Inc. announced the new product range of incontinence products. The company aimed to expand its market share by offering new product offerings to a wide range of customers.

In April 2018, Enka Hijyen, a member of the Imam Kayali holding group announced the launch of new adult diapers with a soft and breathable texture that also offers more comfort and optimal protection.

In July 2018, A Somerville startup announced the launch of a new online brand for adult diapers, called Willow.

## Competitive Insights

Prominent key market players in the adult diapers market include Nobel Hygiene, KCWW, and Abena A/S among others. These companies hold a noteworthy share in the market on account of their good brand image and product offerings.

Major players in the adult diapers market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last two years.

## Segmentation

## By Type

Pad Type

Tape On

Pant Style

Others

## By Distribution Channel

Online

Offline

## By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Others

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