

Incontinence Pads Market - Forecast from 2026 to 2031

<https://marketpublishers.com/r/I8F8283E9200EN.html>

Date: January 2026

Pages: 147

Price: US\$ 3,950.00 (Single User License)

ID: I8F8283E9200EN

Abstracts

The incontinence pads market, sustaining a 6.92% CAGR, is anticipated to grow from USD 13.938 billion in 2025 to USD 20.819 billion in 2031.

The incontinence pads market is experiencing steady growth at a 6.92% CAGR through 2031, driven by rising urinary incontinence prevalence, aging populations, and lifestyle changes. These disposable or reusable products—designed to manage urinary or fecal incontinence in adults by absorbing and containing waste while preventing leakage—provide essential protection keeping users dry and comfortable. The convergence of increasing incontinence prevalence, demographic shifts, urbanization trends, rising physical disabilities, and growing awareness is propelling market expansion.

Primary Market Drivers

Urinary Incontinence Prevalence

Rising urinary incontinence prevalence represents a significant growth driver. The National Association for Continence estimates approximately 25 million adult Americans suffer from either transient or chronic urinary incontinence. An estimated 38% of Australian people were affected by incontinence in 2019. Proper usage and disposal of incontinence pads are crucial to maintaining hygiene and preventing skin irritation, making product quality and design increasingly important differentiators in the market as manufacturers compete on comfort, absorbency, and discretion.

Demographic Imperatives

Aging is associated with higher incontinence prevalence, leading to increased need for incontinence management products. Urinary incontinence is more common in women aged 50 years or above. The rising aging population is expected to substantially aid market growth. Above half (53%) of older Australians aged 65 and above were women as of June 30, 2020, comprising an estimated 2.2 million women and over 2.0 million men. The population aged 60 years or above in China is estimated to increase from 254 million in 2019 to 402 million by 2040, demonstrating the scale of demographic shifts creating sustained demand for incontinence management solutions across global markets.

Urbanization and Lifestyle Factors

Urbanization and changing lifestyles have led to busier schedules and shifts toward more sedentary lifestyles, contributing to increased incontinence cases and creating demand for convenient, discreet incontinence management solutions. Approximately two-thirds of the world's population is expected to live in urban areas by 2050. Additionally, highly sedentary service industries presently account for over 43% of all U.S. jobs, with office workers spending more than 89% of their time sitting down. These lifestyle patterns contribute to various health conditions including obesity and diabetes that can exacerbate incontinence issues, creating sustained market demand.

Physical Disability Impact

Physical disabilities can significantly impact individuals' ability to control bladder or bowel functions, leading to incontinence. Various conditions—including spinal cord injuries, multiple sclerosis, cerebral palsy, muscular dystrophy, and mobility impairments—can cause or contribute to incontinence. Rising physical disability cases are expected to bolster market growth. Currently, 1.3 billion individuals worldwide, or 16% of the population, are estimated to be significantly disabled. The risk of acquiring diseases including obesity, diabetes, stroke, asthma, depression, and poor dental health is double for those with impairments, creating additional healthcare needs including incontinence management.

Government Initiatives and Healthcare Reforms

Government initiatives focused on improving quality of life for elderly individuals and those with chronic conditions have played roles in driving the incontinence pads market. The Healthy People 2031 initiative aims to assist U.S. individuals in accessing timely, high-quality healthcare services, enhancing their health. The U.S. government supports

Health Aging Program initiatives that aim to prolong lives and maintain health of older people. These programmatic efforts create awareness and reduce stigma around incontinence, encouraging product adoption and supporting market development through improved healthcare access and patient education.

Market Constraints

Despite positive growth trajectories, the incontinence pads market faces challenges. Incontinence remains associated with stigma and social taboos in many societies, preventing individuals from seeking help or using incontinence pads, leading to underreporting and reduced demand. Approximately 70% of Australian people with urine leakage do not seek help or treatment for their condition. Additionally, alternative incontinence management methods—including reusable cloth pads, adult diapers, or other absorbent products—pose competition to disposable incontinence pads, requiring manufacturers to differentiate through innovation, comfort, and convenience features.

Regional Dynamics

North America is expected to hold significant market share during the forecast period, supported by increasing incontinence prevalence, government awareness programs, aging populations, and presence of market leaders including Kimberly-Clark and Attends Healthcare Products. Between 25 and 30 percent of U.S. men and women experience urinary incontinence. Overactive bladder affects 33 million people, characterized by symptoms of urgency, frequency, and urge incontinence, creating substantial addressable patient populations requiring ongoing incontinence management solutions.

Recent Developments

In April 2023, Kimberly Clark's Poise launched Poise 7 drop pads for bladder leaks, designed for women to provide up to 100% clean, dry, and fresh protection, claiming to be 10 times drier than leading period pads. This development demonstrates ongoing product innovation focused on enhanced absorbency, comfort, and discretion to meet evolving consumer expectations and reduce usage barriers.

The incontinence pads market continues evolving, driven by demographic trends, lifestyle changes, and technological advancement in product design and materials.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key

Developments among others.

Incontinence Pads Market Segmentation

By Product

Reusable Pads

Disposable Pads

By Patient

Female Incontinence Pads

Male Incontinence Pads

By Distribution Channel

Online

Offline

By End-User

Hospitals

Clinics

Long-term Care Facilities

Homecare Settings

Others

By Geography

North America

United States

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

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Indonesia

Thailand

Others

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