

Research Report on Southeast Asia Baby Diapers Industry 2023-2032

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Abstracts

With the rapid economic growth and improved living standards of residents in Southeast Asia, the demand for baby diapers is also on the rise. According to CRI's analysis, in recent years, the birth rate in Southeast Asian countries has declined to a certain extent with economic development. Despite the decline in birth rates, the market for baby products in Southeast Asia, including disposable hygiene products such as baby diapers, continues to grow due to economic development and rising incomes of residents.

Southeast Asia in this report includes 10 countries: Singapore, Thailand, Philippines, Malaysia, Indonesia, Vietnam, Myanmar, Brunei, Laos and Cambodia. With a total population of over 600 million by the end of 2021, Southeast Asia has an overall economic growth rate higher than the global average and is one of the key drivers of future global economic growth.

According to CRI's analysis, the economic levels of the 10 Southeast Asian countries vary greatly, with Singapore being the only developed country with a per capita GDP of about US\$73,000 in 2021. While Myanmar and Cambodia will have a GDP per capita of less than US\$2,000 in 2021. The population and minimum wage levels of each country also vary greatly. Brunei, which has the smallest population, will have a total population of less than 500,000 people in 2021, while Indonesia, which has the largest population, will have a population of about 275 million people in 2021.

With the rapid economic development in Southeast Asia, the per capita income has increased, the consumption level has improved, the health awareness has been raised, and the concern for personal hygiene care products has grown. The population base of 10 countries in Southeast Asia is large, the population structure is relatively young, and

the huge group of infants and toddlers makes the demand for baby diapers grow in Southeast Asia, which promotes the development of the baby diaper industry in Southeast Asia.

At the same time, the region's cheap and abundant labor force and low land costs have attracted global baby diaper brands to invest in Southeast Asia to build factories and export their diapers worldwide.

In 2020, Hayat Group, the world's fifth largest manufacturer of baby diapers, announced a US\$250 million investment in a diaper factory in Vietnam, which it expects to become its production hub in Southeast Asia.

On December 16, 2022, Vinda International (03331.HK), a Hong Kong-listed company, held a commissioning ceremony to announce the official opening of its new regional headquarters for Vinda SEA, located in Bandar Bukit Raja, Selangor, Malaysia. The new headquarters covers a total area of 30 acres (approximately 120,000 square meters) and includes a production plant, raw material warehouse, fully automated finished goods warehouse, distribution center, Vinda Innovation Center and administration building.

CRI expects the baby diaper industry in Southeast Asia to continue to grow from 2023-2032.

Topics covered:

Southeast Asia Baby Diapers Industry Status and Major Sources in 2018-2022

What is the Impact of COVID-19 on Southeast Asia Baby Diapers Industry?

Which Companies are the Major Players in Southeast Asia Baby Diapers Industry Market and What are their Competitive Benchmarks?

Key Drivers and Market Opportunities in Southeast Asia Baby Diapers Industry

What are the Key Drivers, Challenges, and Opportunities for Southeast Asia Baby Diapers Industry during 2023-2032?

What is the Expected Revenue of Southeast Asia Baby Diapers Industry during 2023-2032?

What are the Strategies Adopted by the Key Players in the Market to Increase Their Market Share in the Industry?

What are the Competitive Advantages of the Major Players in Southeast Asia Baby Diapers Industry Market?

Which Segment of Southeast Asia Baby Diapers Industry is Expected to Dominate the Market in 2032?

What are the Major Adverse Factors Facing Southeast Asia Baby Diapers Industry?

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