

# Baby Diapers Market in Australia 2022

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## Abstracts

Baby diapers are one of the most consumed baby care products in the world. They come with options: cloth diapers which are composed of layers of fabric or disposable diapers which contain absorbent chemicals. Today's disposable diapers are light, compact, very absorbent, prevents leaks and easy to use. Disposable diapers decrease the incidence of probable sepsis in babies admitted to a level II NICU with a high incidence of nosocomial sepsis. They are cost-effective in prevention of neonatal sepsis. According to StrategyHelix, the baby diapers market in Australia is expected to increase by US\$ 145.3 million during 2022-2028, expanding at a CAGR of 3.8% during the forecast period.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for baby diapers. The Australia baby diapers market is segmented on the basis of product, and retail channel. Based on product, the baby diapers market in Australia is categorized into nappies, nappy pants. On the basis of retail channel, the baby diapers market in Australia has been segmented into supermarkets and hypermarkets, e-commerce, others.

The nappies market is further segmented into newborn nappies, standard nappies, and junior sized nappies.

The baby diapers market is dominated by key players, which are ZURU EDGE Limited, Wesfarmers Limited, Unicharm Corporation, Tom Organic Pty Ltd., Kimberly-Clark Corporation, Ecoriginals Trading Pty Ltd. Competitive landscape gives a description of the competitive nature of the baby diapers market in Australia and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

The report is an invaluable resource for companies and organizations active in this

industry. It provides a cohesive picture of the baby diapers market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

#### Report Scope

Product: nappies, nappy pants

Retail channel: supermarkets and hypermarkets, e-commerce, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: ZURU EDGE Limited, Wesfarmers Limited, Unicharm Corporation, Tom Organic Pty Ltd., Kimberly-Clark Corporation, Ecoriginals Trading Pty Ltd.

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Australia baby diapers market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Study period  
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Nappy pants

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Supermarkets and hypermarkets  
E-commerce  
Others

### **PART 5. KEY COMPANIES**

ZURU EDGE Limited  
Wesfarmers Limited  
Unicharm Corporation  
Tom Organic Pty Ltd.  
Kimberly-Clark Corporation  
Ecoriginals Trading Pty Ltd.  
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