

# Baby Diapers Market in Middle East and Africa 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. A study by StrategyHelix indicates that the baby diapers market in Middle East and Africa is expected to increase by US\$ 6.0 billion from 2022 to 2028, garnering a CAGR of 8.8% 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 Middle East and Africa baby diapers market is segmented on the basis of product, retail channel, and country. Based on product, the baby diapers market in Middle East and Africa is categorized into nappies, nappy pants. On the basis of retail channel, the baby diapers market in Middle East and Africa has been segmented into supermarkets and hypermarkets, grocery stores, specialty stores, others. In terms of geography, the baby diapers market in Middle East and Africa has been segmented into Egypt, Nigeria, Saudi Arabia, South Africa, United Arab Emirates, others.

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

The Middle East and Africa baby diapers market is highly competitive. The key players in the baby diapers market include Hayat Holding A.S., INDEVCO Group, Kimberly-Clark Corporation, Lodestone Brands (Pty) Ltd., Nuqul Group, The Procter & Gamble Company (P&G), Unicharm Corporation. Competitive landscape gives a description of the competitive nature of the baby diapers market in Middle East and Africa and a

description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

#### Report Scope

Product: nappies, nappy pants

Retail channel: supermarkets and hypermarkets, grocery stores, specialty stores, others

Country: Egypt, Nigeria, Saudi Arabia, South Africa, United Arab Emirates, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Hayat Holding A.S., INDEVCO Group, Kimberly-Clark Corporation, Lodestone Brands (Pty) Ltd., Nuqul Group, The Procter & Gamble Company (P&G), Unicharm Corporation

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa 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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Hayat Holding A.S.  
INDEVCO Group  
Kimberly-Clark Corporation  
Lodestone Brands (Pty) Ltd.  
Nuqul Group

The Procter & Gamble Company (P&G)  
Unicharm Corporation  
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