

# Baby Diapers Market in South Korea 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 South Korea is projected to shrink at a CAGR of -3.7% between 2021 and 2028 to reach USD 569.1 million.

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 South Korea baby diapers market is segmented on the basis of product, and retail channel. Based on product, the baby diapers market in South Korea is categorized into nappies, nappy pants. On the basis of retail channel, the baby diapers market in South Korea 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 South Korea baby diapers market is highly competitive. The report also includes the profiles of leading companies such as Unicharm Corporation, The Procter & Gamble Company (P&G), THE FIRST TOUCH CO. LTD., SUMI CO. LTD., MSS Holdings Co. Ltd., LG Household & Health Care Ltd., KleanNara Co. Ltd., Kindoh GmbH, Kimberly-Clark Corporation, Daio Paper Corporation. Competitive landscape gives a description of the competitive nature of the baby diapers market in South Korea 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: Unicharm Corporation, The Procter & Gamble Company (P&G), THE FIRST TOUCH CO. LTD., SUMI CO. LTD., MSS Holdings Co. Ltd., LG Household & Health Care Ltd., KleanNara Co. Ltd., Kindoh GmbH, Kimberly-Clark Corporation, Daio Paper Corporation

#### Key Benefits for Stakeholders

Get a comprehensive picture of the South Korea 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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Nappy pants

### **PART 4. MARKET BREAKDOWN BY RETAIL CHANNEL**

Supermarkets and hypermarkets  
E-commerce  
Others

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

Unicharm Corporation  
The Procter & Gamble Company (P&G)  
THE FIRST TOUCH CO., LTD.  
SUMI CO., LTD.  
MSS Holdings Co., Ltd.  
LG Household & Health Care, Ltd.  
KleanNara Co., Ltd.  
Kindoh GmbH  
Kimberly-Clark Corporation  
Daio Paper Corporation  
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