

# **Superabsorbent Polymers Market Forecasts to 2032 – Global Analysis By Product (Sodium Polyacrylate, Polyacrylate/Polyacrylamide Copolymer, Ethylene Maleic Anhydride Copolymer and Other Products), Form, Raw Material, Manufacturing Process, Application, and By Geography**

<https://marketpublishers.com/r/S194C13982F5EN.html>

Date: June 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: S194C13982F5EN

## **Abstracts**

According to Statistics MRC, the Global Superabsorbent Polymers Market is accounted for \$7.6 billion in 2025 and is expected to reach \$13.5 billion by 2032 growing at a CAGR of 8.5% during the forecast period. Superabsorbent polymers (SAPs) are materials capable of absorbing and retaining large amounts of liquid relative to their weight. Typically, cross-linked polyacrylates swell to form gels, holding water in applications like diapers, sanitary products, and agriculture for soil moisture retention. Their high absorbency stems from hydrophilic chains and ionic interactions, making them essential in medical, hygiene, and environmental solutions.

According to data provided by the UN Food and Agriculture Organization (FAO), smart fertilizers incorporating SAP helped to increase wheat production in India by over 12% between 2020-2022.

Market Dynamics:

Driver:

Demand in hygiene products

Demand in hygiene products is a significant driver for the superabsorbent polymers

(SAP) market. SAPs are indispensable in disposable diapers, adult incontinence products, and feminine hygiene products due to their exceptional liquid absorption and retention capabilities. The global increase in aging populations and rising birth rates fuels the consistent demand for these essential hygiene items. This widespread application across the hygiene sector underpins market expansion. Fueled by the universal need for hygiene, consumer products drive SAP demand.

Restraint:

High production costs

High production costs present a notable restraint for the superabsorbent polymers (SAP) market. The manufacturing process of SAPs, primarily involving polymerization of acrylic acid, can be energy-intensive and requires specialized equipment. Investing in new production facilities also requires substantial capital outlay, contributing to higher overall costs. These elevated production costs can affect the final price of SAPs, potentially limiting their adoption in certain cost-sensitive applications. Backed by the complexities of chemical synthesis, high production costs remain a challenge.

Opportunity:

Biodegradable polymer development

Biodegradable polymer development represents a significant opportunity for the superabsorbent polymers (SAP) market. Growing environmental concerns and stricter regulations regarding plastic waste are driving the demand for sustainable alternatives. Research into biopolymers that mimic or exceed the performance of conventional SAPs opens new avenues for innovation and market penetration. This shift towards eco-friendly materials presents a substantial growth area for the industry. Propelled by the imperative for environmental sustainability, biodegradable SAPs offer a key opportunity.

Threat:

Regulatory restrictions on plastics

Regulatory restrictions on plastics pose a substantial threat to the superabsorbent polymers (SAP) market. Increasing global scrutiny and legislation aimed at reducing plastic waste, particularly single-use plastics, could impact the production and use of synthetic SAPs. Governments are implementing policies like bans on certain plastic

products or extended producer responsibility schemes, which could influence the hygiene product industry. The potential for stricter regulations could force manufacturers to either reformulate products or face higher compliance costs. Influenced by environmental policy shifts, regulatory hurdles create market uncertainty.

#### Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the superabsorbent polymers (SAP) market. While there was an initial surge in demand for hygiene products like diapers and adult incontinence pads due to stockpiling, supply chain disruptions also occurred. Manufacturing facilities faced challenges related to workforce availability and raw material procurement. Overall, the essential nature of hygiene products ensured a relatively stable demand for SAPs, albeit with some short-term fluctuations. Triggered by heightened hygiene awareness, the pandemic reinforced SAP's essential role.

The sodium polyacrylate segment is expected to be the largest during the forecast period

The sodium polyacrylate segment is expected to account for the largest market share during the forecast period, due to its widespread use in hygiene products like diapers. Its high absorption capacity makes it ideal for consumer goods. The growing demand for personal care products drives segment growth. Cost-effectiveness and scalability support its market dominance. Rising consumer awareness of hygiene fuels adoption. Powered by consumer demand, the sodium polyacrylate segment holds the largest market share. Additionally, ongoing R&D efforts to enhance its biodegradability are further expected to bolster its market potential.

The liquid gel segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the liquid gel segment is predicted to witness the highest growth rate, driven by increasing applications of superabsorbent polymers in various non-hygiene sectors, such as agriculture, construction, and biomedical fields. Liquid gel formulations of SAPs offer specific advantages for controlled release systems, soil conditioning, and wound care applications. Innovations in delivering SAPs in a gelled form allow for more precise and effective application in new product formulations. As industries explore diverse applications beyond traditional hygiene, demand for liquid gel forms of SAPs escalates. Spurred by versatile new applications, the liquid gel segment is charting significant growth.

### Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by the region's vast population, rising disposable incomes, and the growing awareness of hygiene products. The expanding middle class in countries like China and India fuels the demand for disposable diapers and adult incontinence products. Rapid urbanization and improving living standards further contribute to the increasing consumption of SAPs. Additionally, the presence of major hygiene product manufacturers in the region supports market growth. Backed by immense consumer markets, the Asia Pacific region secures its leading market position.

### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, primarily fueled by continuous innovation in hygiene product formulations and the increasing adoption of advanced SAP technologies. The region's focus on developing sustainable and biodegradable SAPs also drives market expansion. Furthermore, a growing aging population and increased awareness of adult incontinence products contribute to rising demand. The presence of key R&D centers and strong consumer purchasing power further stimulate market growth. Motivated by technological advancements and evolving consumer needs, North America is poised for robust SAP market growth.

### Key players in the market

Some of the key players in Superabsorbent Polymers Market include BASF SE, Nippon Shokubai Co., Ltd., Sumitomo Seika Chemicals Co., Ltd., Evonik Industries AG, LG Chem Ltd., Sanyo Chemical Industries, Ltd., Formosa Plastics Corporation, KAO Corporation, SNF Holding Company, Chase Corporation, Songwon Industrial Co., Ltd., Yixing Danson Technology, Satellite Science & Technology Co., Ltd., Nagase & Co., Ltd., Qingdao SOCO New Material Co., Ltd., Shandong Nuor Biological Technology Co., Ltd., Wanhua Chemical Group Co., Ltd., Sinofert Holdings Limited, Zhejiang Weilong Polymer Material Co., Ltd., and Quan Zhou Banglida Technology Industry Co., Ltd.

### Key Developments:

In May 2025, BASF SE introduced a biodegradable superabsorbent polymer for hygiene products. The eco-friendly material offers high absorbency while meeting regulatory

sustainability standards, targeting the growing demand for green consumer goods.

In April 2025, Nippon Shokubai launched a superabsorbent polymer for medical wound care gels. With enhanced liquid retention, it supports advanced healthcare applications, addressing the rising need for high-performance medical products.

In February 2025, LG Chem released a high-capacity superabsorbent polymer for diapers and sanitary products. Optimized for cost-efficiency, it meets the growing demand in Asia Pacific's consumer markets, enhancing product performance.

#### Products Covered:

Sodium Polyacrylate

Polyacrylate/Polyacrylamide Copolymer

Ethylene Maleic Anhydride Copolymer

Other Products

#### Forms Covered:

Powder

Flakes

Liquid Gel

Beads/Granules

#### Raw Materials Covered:

Synthetic

Natural/Bio-Based

### Manufacturing Processes Covered:

Gel Polymerization

Solution Polymerization

### Applications Covered:

Personal Care

Healthcare

Agriculture & Horticulture

Other Applications

### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

## Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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