

# **India Adult Diaper Market By Type (Reusable Diapers, Disposable Diapers), By Product Type (Pants/Pull-Up Style, Pad Style, Flat Style, Others), By Material (Cotton, Non-Woven Fabric, Fluff Pulp, Others), By Sales Channel (Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Departmental Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

The India Adult Diaper Market was valued at USD 188.95 million in 2024 and is anticipated to reach USD 355.76 million by 2030, growing at a CAGR of 11.12% during the forecast period. Adult diapers are absorbent products designed for individuals experiencing incontinence, providing discreet and reliable protection. Unlike infant diapers, they are engineered for adult anatomy, offering enhanced fit, comfort, and fluid retention capacity. Available in variants such as pull-ups and tape-style formats, they cater to diverse user needs, from the elderly to individuals with mobility challenges and post-operative care requirements. Rising health awareness, improved access to hygiene solutions, and growing demand from both urban and semi-urban populations are propelling market expansion. Increasing acceptance and awareness, particularly among aging consumers and caregivers, are supporting the integration of adult diapers into daily healthcare routines, further stimulating market growth.

### Key Market Drivers

## Growing Elderly Population

The rapid increase in India's elderly population is a significant factor driving demand in the adult diaper market. With aging comes a higher prevalence of conditions such as incontinence, reduced mobility, and chronic illnesses, all of which increase the need for adult hygiene solutions. Projections indicate that by 2050, individuals aged 60 and above will account for over 20% of India's population, with the elderly expected to outnumber children aged 0 to 15 by 2046. This demographic shift highlights a rising requirement for dependable and comfortable incontinence care. Adult diapers enable older adults to maintain personal hygiene, independence, and dignity, thus becoming an essential component of elderly care. Government data and UNFPA's India Ageing Report 2023 reinforce the urgency of addressing senior citizens' health and hygiene needs, supporting strong market potential.

## Key Market Challenges

### High Product Costs and Affordability Issues

One of the key challenges in the Indian adult diaper market is the relatively high cost of these products, limiting their adoption, especially among price-sensitive consumers. Premium pricing, influenced by factors such as imported materials, logistics expenses, and limited local production of high-grade absorbent components, restricts accessibility. Imported brands are particularly affected by tariffs and transportation costs, making them unaffordable for many consumers in lower-income or rural segments. Additionally, increasing costs of raw materials like SAPs (superabsorbent polymers) and synthetic fibers further inflate prices. For manufacturers, balancing quality and affordability presents a challenge, requiring strategic sourcing, localized manufacturing, and cost-effective distribution channels to expand market penetration in underserved areas.

## Key Market Trends

### Growing Acceptance and Normalization of Adult Diapers

Changing social perceptions and rising health awareness have led to greater acceptance of adult diapers in India. Traditionally associated with stigma, incontinence management is now recognized as an essential aspect of personal care and quality of life. This cultural shift, supported by awareness campaigns and increased dialogue from healthcare professionals, is making adult diapers more acceptable across age groups and medical conditions. Innovations in product design—such as slim, undergarment-like

pull-ups and odor-controlling materials—have enhanced comfort and discretion, increasing consumer confidence. Online retail has further accelerated this trend, offering private, convenient purchasing options. Manufacturers are also leveraging messaging around dignity, hygiene, and improved daily functionality in their marketing to connect with a wider audience.

### Key Market Players

Nobel Hygiene Limited

RGI Meditech

Kamal Healthcare Pvt Ltd

Kare-In

Swara Baby Products Pvt. Ltd.

PAN Healthcare Pvt. Ltd

Walmark Meditech Pvt. Ltd.

Kimberly-Clark India Pvt. Ltd

Millennium BabyCares Pvt Ltd.

Ascent Meditech Ltd.

### Report Scope:

In this report, the India Adult Diaper Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Adult Diaper Market, By Type:

Reusable Diapers

Disposable Diapers

### India Adult Diaper Market, By Product Type:

Pants/Pull-Up Style

Pad Style

Flat Style

Others

### India Adult Diaper Market, By Material:

Cotton

Non-Woven Fabric

Fluff Pulp

Others

### India Adult Diaper Market, By Sales Channel:

Supermarkets/Hypermarkets

Pharmacy & Drug Stores

Departmental Stores

Online

Others

### India Adult Diaper Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Adult Diaper Market.

Available Customizations:

India Adult Diaper Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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