

# **India Baby Diapers Market By Product Type (Disposable Diapers, Cloth Diapers, Training Nappies, Biodegradable Diapers, and Others (Swim Pants, Regular Diapers, Super/Ultra Absorbent Diapers, etc)), By Size (Medium (M), Large (L), Small & Extra Small (S & XS), Extra Large (XL)), By Distribution Channel (Pharmacy/ Drugs Stores, Departmental Stores, Hypermarket/ Supermarket, and Online Sales Channel), By Region, Competition Forecast & Opportunities, FY2027F**

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## **Abstracts**

India baby diapers market is projected to grow from around USD794 million approx. in FY2021 to nearby USD1092 million by FY2027F, exhibiting a CAGR of around 5.62% during the forecast period. The market is expected to grow on account of increasing disposable income, rising awareness about the hygiene of babies, and the growing number of women in the workforce. Apart from the mentioned points, the rising number of modern nuclear families with working parents and improved economic conditions in India have fuelled the growth of the baby diapers industry across the country.

The baby diapers market in India is categorized majorly into by product type, by size, by distribution channel, by region, and by company. In terms of product type, the India baby diapers market is segmented into cloth diapers, training nappies, disposable diapers, biodegradable diapers, and others (swim pants, regular diapers, super/ultra-absorbent diapers, and many other newly emerging diaper categories). Among these, the disposable baby diaper segment holds the largest market share and is witnessing

increasing investments by manufacturers in their research and development. It is the advent of technology, which has further helped in grabbing consumer attention, by providing them with easy-to-use hygiene solutions.

And the trend is expected to shift a little bit towards cloth diapers and biodegradable diapers in the coming years as they are eco-friendly and prevent environmental contamination because now a days people have become more concerned about the environmental impact of the products they use. Nevertheless, both the disposable and non-disposable diapers market is expected to grow exponentially during the forecast period.

The key influencers which are driving diaper sales in India include family and friends, TV advertisements, parenting magazines, and internet sources like social media and websites. Apart from this, the factors which Indian parents consider while purchasing a diaper are cost, comfort, and convenience. All these reasons are the contributing factors to the growth of the baby diapers market in the country.

Several multinational brands have entered the lucrative Indian baby diapers market, because of the reasons like India's changing preference from traditional nappies to disposable diapers, a continuous increase in birth rate as well as the surge in the participation of women in the workforce with urban female workforce participation rate growing 5.6% annually.

South India dominates the country's baby diaper market in the year FY2021, and the region is expected to maintain its dominance during the forecast period. North India is another fastest-growing region in India's baby diaper industry. This data calculation is not just about urban India, sales of baby diapers in rural India have jumped over USD2 billion. As per the historical data, the market estimates suggest that diaper sales in rural India have grown by over 150 percent.

Major players operating in India's baby diaper market include Procter & Gamble (P&G), Unicharm India Pvt. Ltd., Kimberly Clark Lever Pvt. Ltd., Essity AB, The Himalaya Drug Company, Nobel Hygiene Pvt. Ltd., Me N Moms Pvt. Ltd., Swara Baby Products Pvt. Ltd., TZMO S.A., and The ABENA Group. It is the Unicharm's brand "MamyPoko pants' which is expected to become the largest brand in India in the upcoming years due to its unique style, better quality, and product pricing. The market is mostly driven by the organized sector.

Years considered for this report:

Historical Years: FY2017-FY2020

Base Year: FY2021

Estimated Year: FY2022E

Forecast Period: FY2023F–FY2027F

### Objective of the Study:

To analyze the historical growth in market size of India baby diapers market from FY2017 to FY2021.

To estimate and forecast the market size of India baby diapers market from FY2022E to FY2027F and growth rate until FY2027F.

To classify and forecast India baby diaper based on by product type, by size, by distribution channel, by region, and company.

To identify dominant region or segment in the India baby diaper.

To identify drivers and challenges for India baby diapers market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India baby diapers market.

To identify and analyze the profile of leading players operating in India baby diapers market.

To identify key sustainable strategies adopted by market players in India baby diapers market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of baby diaper companies operating across India. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could

include the players which could not be identified due to the limitations of secondary research.

TechSci Research calculated the market size of the India baby diapers market using a Top-down approach, wherein data for various applications across various segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analysing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Manufacturers, distributors, and end-user

Organizations, forums, and alliances related to baby diapers market.

Government bodies such as regulating authorities and policy makers.

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as baby diaper companies and partners, end-users, etc. besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

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

#### India Baby Diapers Market, By Product Type:

Disposable Diapers

Cloth Diapers

Training Nappies

Biodegradable Diapers

Others (Swim Pants, Regular Diapers, Super/Ultra Absorbent Diapers, etc.)

India Baby Diapers Market, By Size:

Medium (M)

Large (L)

Small & Extra Small (S & XS)

Extra Large (XL)

India Baby Diapers Market, By Distribution Channel:

Pharmacy/ Drugs Stores

Departmental Stores

Hypermarket/ Supermarket

Online Sales Channel

India Baby Diapers Market, By Region:

South

North

West

East

Competitive Landscape

*India Baby Diapers Market By Product Type (Disposable Diapers, Cloth Diapers, Training Nappies, Biodegradable...*

Company Profiles: Detailed analysis of the major companies present in India baby diapers market.

#### Available Customizations

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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