

Reusable Baby Diaper Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F. Segmented By Type (Regular and Hybrid), By Age Group (Newborn and Toddler), By Distribution Channel (Online and Offline Sales), By Region, Competition

<https://marketpublishers.com/r/R87120C12F6EEN.html>

Date: October 2023

Pages: 190

Price: US\$ 4,900.00 (Single User License)

ID: R87120C12F6EEN

Abstracts

Global Reusable Baby Diaper market is expected to be driven in the forecast period due to a variety of factors such as increased awareness about the benefits of using reusable diapers compared to disposable ones. Moreover, the growing popularity of eco-friendly and sustainable products among the consumers around the globe is also contributing to the growth of the reusable baby diaper market demand over the forecasted period.

Global Reusable Baby Diaper Market Scope

Reusable baby diapers are baby cloth diapers that are made of natural fibers like cotton, hemp, or bamboo. They are an eco-friendly alternative to disposable diapers, as it can be reused multiple times and also helps to reduce landfill waste while being cost-effective. Most reusable baby diapers are made from cotton and can be washed and used multiple times. Reusable baby diapers are important because they are more environmentally friendly than disposable diapers, they save money in the long run, and they provide babies with a more comfortable fit than disposable diapers.

There are two main types of reusable baby diapers in the global market: regular and hybrid reusable. A hybrid reusable diaper is similar to a regular diaper but has a removable insert. Hybrid reusable diapers offer more flexibility in washing as they wash and dry separately.

Global Reusable Baby Diaper Market Overview

The global reusable baby diaper market has experienced considerable growth and development, globally. The growth of the market can be attributed to number of reasons, such as reusability of diaper after multiple wash cycles, and the growing awareness of eco-friendly products for infants, along with the growing individual awareness of environmental sustainability. Reusable diapers are made from organic or natural fabrics, such as cotton, which are biodegradable and have a lower carbon footprint compared to disposable diapers.

Reusable baby diapers are becoming more and more popular due to the development in design and technology. Manufacturers are focusing on improving the functionality and convenience of reusable baby diaper, by addressing concerns about the products including usability, leakage, and baby comfort. Modern reusable diapers feature benefits such as adjustable sizing, snap or Velcro closures, and absorbent inserts to guarantee a secure fit and improved absorption.

The market for reusable baby diapers is expanding rapidly across the globe. North America and Europe are well known markets due to the high level of environmental consciousness among consumers. The Asia Pacific region is also experiencing significant market expansion, mainly due to a growing middle-class population and rising disposable income in countries such as China and India.

Global Reusable Baby Diaper Market Drivers

Owing to the growing number of parents' preference for hygienic alternatives to disposable diapers products in order to limit the childcare expenses, which growing the market demand for reusable baby diaper. According to the report 'Assessment of Alternative to Single-Use Disposable Diapers', which was conducted by PacWasterPlus, a Pacific waste management organization and the European Union (EU), in April 2022, the average price of modern cloth reusable diapers for a baby in the Pacific region was USD375, whereas the cost of a single-use disposable diaper was USD1,752. In the same report, the average number of diapers changed per day is 4 (compared with 5 to 8 in worldwide literature, according to the United Nations Environment Programme (UNEP 2020)). For families using reusable nappies, on average, 24 nappies are used on rotation for each child.

Nowadays, the government and the non-profit organizations are focused on providing

the required amount of cotton diapers to prevent diaper shortage. For example, in September 2022, the U.S.-based non-profit organization “Idaho Diaper Bank” delivered 65,000 diapers to the state of Idaho. Therefore, these organizations’ efforts are contributing to the global consumption rate of diapers. In addition, the growing awareness among consumers about the need to use hygienically sourced products like reusable diapers, favors the demand for diaper products over the world.

Global Reusable Baby Diaper Market Trends

The increasing awareness of environmental sustainability and the negative effects of single-use diapers on the environment has influenced many parents to opt for reusable diapers for their babies. This trend is expected to contribute to the growth of the reusable diaper market in the anticipated years. According to the report of Assessment of Alternatives to Single-Use Disposal Diapers, by The Pacific – European Union [EU] Waste Management Programme, an estimated 815.5 million single-use disposable diapers are mainly used by families in the Pacific region every year, resulting in approximately 173.0 million tonnes of waste being disposed of in landfill, burnt, or released into the environment. The growing popularity of environmental sustainability plays a significant role in the market growth of reusable baby diapers, globally.

Another trend is the rising varieties and range of reusable diaper options available in the global market. As the demand for reusable diapers increases, manufacturers are offering a variety of styles, materials, and designs to meet different needs and preferences. For instance, parents can now choose from a variety of reusable diaper options, including pocket diapers, all in-one diapers, and hybrid system diapers. Reusable diapers are also available in a multiple of attractive patterns and colors, making them a trendy option for many parents.

Global Reusable Baby Diaper Market Challenges

The significant challenges in the target industry may impede its growth opportunities, including the perception and mindset of convenience purchasing and ease of availability of disposable diaper in comparison to the reusable diaper among consumers. Many parents are choosing disposable diapers due to their convenience and cost-effective nature. The majority of consumers are not aware of the advantages of reusable baby diapers, as in terms of long-run, multiple reusable option due to the convenience associated with washing and health benefits such as reducing skin irritation. Therefore, this perception often serves as a hindrance to the uptake of reusable baby diapers.

Additionally, the declining birth rate also had a major impact on the reusable baby diapers market throughout the years. According to the 2022, National Statistics Bureau data, the population of China stood at 1.4 billion people with 10.6 million babies being born in 2021, at a birth rate of 7.52 per capita. In comparison, in 2020, there were 12 million infants born at a birth rate of 8.52 per capita in China. Moreover, the challenges associated with reaching a wider consumer base through reusable diaper options are due to the limited distribution channels as well as the lack of marketing effort by manufacturers.

Global Reusable Baby Diaper Market Opportunities

With the rising global warming around the world, governments are promoting the use of sustainable products and encouraging manufacturers and individuals to produce and purchase products like reusable baby diapers. Reusable baby diapers are becoming increasingly popular as parents become increasingly environmentally conscious and adopt more sustainable parenting practices. This is due to the fact that disposable diapers generate waste as they cannot be recycled. Features like adjustable sizing, soft inserts, and convenient closures make these products more attractive and practical for parents.

The growing demand for sustainable materials, absorbency, comfort, and easy-to-clean features offer new growth opportunities for the reusable baby diaper market. As a result, manufacturers are focusing on delivering sustainable baby care products to consumers. For instances, in July 2021, Modibodi launched the “Most Absorbent Recycling Nappy Ever”. This reusable nappy has a significant absorbent disposable nappy, capable of holding more than 1 liter liquid without leaking, keeping baby dry and comfortable, while also providing 12 hours of overnight protection. All these elements are expected to drive market growth during the forecasted periods.

Market Segmentation

The global reusable baby diaper market is segmented based on type, age group, distribution channel, region, and competition landscape. Based on type, the market is further fragmented into regular and hybrid. Based on age group, the market is segmented into newborn and toddler. Based on distribution channel, the market is segmented into online and offline sales. The market analysis also studies the regional segmentation among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

The Natural Baby Company, Modibodi Pty Ltd, Nicki's Diapers, LLC, Cotton Babies, Inc., Consumer Products Private Limited (SuperBottoms), The Procter & Gamble Company (Charlie Banana), Bambino Mio Ltd., Kanga Care, LLC, Think Better Group Limited (Econaps), Moon Lab Pty Ltd (Designer Bums), are among the major market players in the global platform that lead the market growth of the global reusable baby diaper market.

Report Scope:

In this report, the global Reusable Baby Diaper market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Reusable Baby Diaper Market, By Type:

Regular

Hybrid

Reusable Baby Diaper Market, By Age Group:

Newborn

Toddler

Reusable Baby Diaper Market, By Distribution Channel:

Online

Offline Sales

Reusable Baby Diaper Market, By Region:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Spain

Italy

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

Turkey

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global Reusable Baby Diaper 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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