

Asia Pacific Adult Diaper Market Forecast to 2030 - Regional Analysis - by Product Type (Pull-up Diapers, Tape on Diapers, Pad Style, and Others), Category (Men, Women, and Unisex), and End-User (Residential, Hospitals and Clinics, and Others)

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Abstracts

The Asia Pacific adult diaper market is expected to grow from US\$ 5,483.55 million in 2022 to US\$ 9,632.63 million by 2030. It is estimated to grow at a CAGR of 7.3% from 2022 to 2030.

Strategic Product Innovations and Launches by Major Market Players Fuel Asia Pacific Adult Diaper Market

The presence of leading players in several across region and the introduction of a new style of adult diapers will drive the demand in the market. Technological advances have significantly increased the adoption of disposable adult diapers by the elderly population. For instance,

In 2022, Henkel Adhesive Technologies invested in Smartz AG to launch smart diapers, which can enhance the patient's well-being through more timely changes while allowing staff to concentrate on providing better care. The conclusions are drawn after a long-term trial of Smart Adult Care recently conducted in an Italian nursing home. By printing flexible sensors directly onto the back sheet of the incontinence product, Smart Adult Care, a product of Henkel created in collaboration with Smartz AG, converts regular diapers into intelligent, connected medical devices. The printed sensor components connect with a reusable pod to remotely monitor moisture, movement, and temperature on a web-based dashboard or app through the cloud. Additionally, the device can recognize falls and alert caretakers immediately. Sumo, a completely biodegradable

and reusable diaper system, debuted in May. The inventors claim that the plant-based fibers used in the Sumo diaper system and the detachable super-absorbent inlay surpass polyester and cotton, the primary materials used in most reusable diaper systems. Compared to polyester and cotton, the absorbent pad exhibits roughly a 40% reduction in rewet value and a 45% reduction in acquisition time. The item is air permeable, lighter, and thinner all at the same time. Therefore, strategic product innovations and launches by major market players is trending in Asia Pacific Adult Diaper Market.

Asia Pacific Adult Diaper Market Overview

Asia Pacific is characterized by steady growth in population, growing disposable income of people, and high healthcare expenditure per capita. According to a report published by the US Census Bureau in 2022, the population of Asia reached 4.5 billion in 2020. As per the same report, the population aged 65 or above in Asia is projected to reach 1.2 billion by 2060 from 414 million in 2020. Moreover, a demographic transition towards aging population is recorded in many Asia Pacific countries. Due to the rising geriatric population, the government of Singapore planned to add 3,700 hospital beds under the country's Healthcare 2020 Masterplan. The demand for adult diaper is influenced by incidences of incontinence in aging population. According to the World Health Organization, the average healthcare expenditure per capita in Southeast Asia (ASEAN) was US\$ 544, constituting around 4% of the total GDP, in 2019. The healthcare spending and policies can impact the affordability of adult diapers. Healthcare expenditure can also influence the availability of preventive care facilities, which utilize adult diapers for geriatric population. Thus, government focus on healthcare expenditure and rising geriatric population is anticipated to drive the demand for adult diaper in the region.

Asia Pacific Adult Diaper Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Adult Diaper Market Segmentation

The Asia Pacific adult diaper market is segmented into product type, category, end user, and country.

Based on product type, the Asia Pacific adult diaper market is segmented into pull-up diapers, tape on diapers, pad style, and others. The pull-up diapers segment held the largest share of the Asia Pacific adult diaper market in 2022.

Based on category, the Asia Pacific adult diaper market is segmented into men, women, and unisex. The unisex segment held the largest share of the Asia Pacific adult diaper market in 2022.

Based on end user, the Asia Pacific adult diaper market is segmented into residential, hospitals and clinics, and others. The residential segment held the largest share of the Asia Pacific adult diaper market in 2022.

Based on country, the Asia Pacific adult diaper market is segmented into the China, Japan, India Australia, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific adult diaper market in 2022.

Nippon Paper Industries Co Ltd, Ontex BV, Kobe rly-Clark Corp, Essity AB, Paul Hartmann AG, and Abena AS are some of the leading companies operating in the Asia Pacific adult diaper market.

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