

# Europe 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 Europe adult diaper market is expected to grow from US\$ 3,379.39 million in 2022 to US\$ 4,947.58 million by 2030. It is estimated to grow at a CAGR of 4.9% from 2022 to 2030.

### Rising Share of Aging Population Fuel Europe Adult Diaper Market

The aging of amongst individuals increases the likelihood of incontinence issues. Incontinence refers to the loss of bladder or bowel control, leading to involuntary leakage of urine or feces. It is a common issue among old population, primarily caused by age-related factors such as weakened pelvic muscles and specific health conditions. The rising aging population directly correlates with an increased prevalence of incontinence, thereby driving demand for adult diapers as an effective solution. Additionally, many older adults require long-term care in their own homes, assisted living facilities, or nursing homes. In these settings, adult diapers are crucial in managing incontinence and maintaining hygiene and comfort for older people. The aging population's need for long-term care services has created a significant demand for adult diapers, as they are an essential part of the care routine for old individuals with incontinence.

According to the World Health Organization, 1 in 6 people in the world will be 60 years and above, by 2030. The share of population aged 60 years and above is projected to grow from 1 billion in 2020 to 1.4 billion by 2030. The population aged 60 years age and

above is projected to double, reaching 2.1 billion. The number of people aged 80 years and above is expected to triple between 2020 and 2050 to reach 426 million. Furthermore, using adult diapers allow old incontinent adults to lead more independent and active lives. By providing a reliable solution for managing incontinence, adult diapers enable individuals to participate in social activities, maintain their personal hygiene, and provide comfort. Moreover, the adult diaper industry has witnessed significant advancements in product design and technology to improve the performance adult diapers. Manufacturers have introduced more discreet, absorbent, and comfortable products that cater specifically to the needs of old adults. These innovations and the growing aging population have further boosted the demand for adult diapers.

## Europe Adult Diaper Market Overview

According to a report by the United Nations Population Fund in 2022, the share of population aged 65 years old and above has been rising due to increasing life expectancy and low fertility rates in Europe. The share of aged population is anticipated to reach 30% of total population in Europe by 2050. Aging and geriatric population are mostly likely to suffer from incontinence and require adult diaper to manage incontinence. Further, adult diapers are widely used in hospice and palliative care settings to ensure comfort of patients with limited mobility due to their medical conditions. Individuals with several medical conditions such as mobility impairment or cognitive disorders, require adult diapers to manage incontinence. According to the Organization for Economic Co-operation and Development Health Statistics 2022, on average, 3 out of 4 patients aged 65 and above across EU countries underwent surgery within two days following admission with a hip fracture.

## Europe Adult diaper market Revenue and Forecast to 2030 (US\$ Million)

### Europe Adult Diaper Market Segmentation

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

Based on product type, the Europe 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 Europe adult diaper market in 2022.

Based on category, the Europe adult diaper market is segmented into men, women, and

unisex. The unisex segment held the largest share of the Europe adult diaper market in 2022.

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

Based on country, the Europe adult diaper market is segmented into the France, Germany, UK, Russia, Italy, and the Rest of Europe. The Rest of Europe dominated the Europe adult diaper market in 2022.

Nippon Paper Industries Co Ltd, Drylock Technologies NV, Ontex BV, Kimberly-Clark Corporation, Essity AB, Paul Hartmann AG, and Abena AS are some of the leading companies operating in the Europe adult diaper market.

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