

LATAM Diapers Market Size and Forecast (2020 - 2030), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Pull-Up Diapers, Tape on Diapers, and Others), End User (Adults and Baby/Kids), Category (Reusable and Disposable) and Distributional Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others), and Geography

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Abstracts

The LATAM diapers market size was valued at US\$ 8.47 billion in 2022 to reach US\$ 11.70 billion by 2030. The market is expected to record a CAGR of 4.1% from 2022 to 2030.

The LATAM diapers market is significantly growing with increasing awareness regarding babies and infants' health issues, increasing female working population, and increasing disposable income. There are large number of diaper manufacturers operating in the LATAM diapers market with presence of various brands. Consumers have various alternatives of diapers available in the market. Diaper manufacturers in the region are significantly involved in innovating products to cater to the growing consumer demand. The growing consumer awareness regarding environmental sustainability and a shift toward eco-friendly consumer choices has resulted in the demand for products made from compostables. Key players in the region are launching compostable products to cater to growing consumer demand. For instance, in October 2019, Drylock, in partnership with Love & Green, announced the launch of a compostable baby diaper.

This diaper comprises materials that are 80–90% plant-based.

Further, manufacturers in the diapers market are taking initiatives to offer products that support customers' sustainability goals. For instance, in December 2020, packaging and paper manufacturing company Mondi announced the development of a paper-based packaging solution for Drylock Technologies' baby diapers. Thus, such innovations in diapers market create an opportunistic market for diaper manufacturers in LATAM to invest in innovation and increase their market growth.

As consumers increasingly prefer online shopping for their everyday needs, including groceries, daily needs, baby products, and personal care products, the diaper manufacturers in LATAM can reach a broader customer base and capitalize on convenience and accessibility of digital platforms. Consumers can easily browse, compare, and buy various diapers from the comfort of their homes. Online shopping offers an enhanced shopping experience as the availability to explore diverse product options, read reviews, and compare various products helps consumers make informed decisions. This convenience attracts busy consumers seeking time-efficient solutions for purchasing diapers and other baby care products. Thus, the booming e-commerce sector is expected to significantly drive new opportunities in the LATAM diapers market over the coming years.

Based on category, the LATAM diapers market is segmented into reusable and disposable. In 2022, the disposable segment accounted for the dominating share of the LATAM diapers market. Disposable diapers offer unparalleled convenience and ease of use for busy parents, especially in urban areas with fast-paced lifestyles. In addition, the increasing number of working women in the region has resulted in a growing need for childcare that requires minimal time and effort, making disposable diapers an attractive option. Moreover, the increased awareness of hygiene and sanitation standards and improvement in diaper technology have contributed to the increasing preference for disposable diapers among consumers in the region.

A few players operating in the LATAM diapers market include The Procter & Gamble Co, Softys Brazil Ltd, Drylock Technologies NV, Kimberly-Clark Corp, Johnson & Johnson, Ontex Group BV, Tecnochemicals SA, JL Morison (India) Ltd, Hayat Kimya Sanayi AS, and Paul Hartmann AG. Players operating in the LATAM diapers market focus on providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers.

The overall LATAM diapers market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has

been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the gas barbecue grills market.

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