

# **Middle East & Africa 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 Middle East & Africa adult diaper market is expected to grow from US\$ 1,143.04 million in 2023 to US\$ 1,909.57 million by 2030. It is estimated to grow at a CAGR of 6.6% from 2022 to 2030.

### **Penetration of the E-Commerce Industry Fuel Middle East & Africa Adult Diaper Market**

E-commerce platforms have made adult diapers more accessible to a broader consumer base. People can conveniently browse and purchase adult diapers online, eliminating the need to visit physical stores. Also, online platforms provide detailed product descriptions, specifications, and customer reviews. This information helps potential buyers decide which adult diapers to purchase. By accessing reviews and ratings, customers can also gauge the quality and effectiveness of different products, leading to increased consumer confidence and overall market growth.

Additionally, adult diapers are a sensitive product for many individuals, and e-commerce provides a discreet and private means of purchasing them, the anonymity offered by online shopping allows people to overcome the potential embarrassment associated with buying adult diapers in person. This factor has encouraged more people to seek out and purchase these products online, leading to market growth. Moreover, many e-commerce platforms offer subscription services for adult diapers, allowing customers to set up recurring deliveries at specified intervals. This feature ensures a constant supply of adult diapers without the hassle of manual reordering. Subscription services have

gained popularity among regular users of adult diapers, contributing to market growth.

Furthermore, e-commerce platforms offer a wide range of adult diaper options, catering to different sizes, absorbency levels, and other specific requirements. This extensive product selection allows individuals to find the most suitable adult diapers that meet their unique needs. In comparison, physical stores may have limited shelf space and not have a comprehensive range of options. Also, e-commerce offers convenience through 24/7 availability and the ability to place orders from the comfort of one's home. This is especially beneficial for individuals with mobility challenges, older adults, or caregivers who may find it challenging to visit physical stores regularly. Home delivery services provided by e-commerce platforms further enhance convenience, creating lucrative opportunities for Middle East & Africa Adult Diaper Market

#### Middle East & Africa Adult Diaper Market Overview

According to the Ministry of Health (Saudi Arabia), approximately 290,000 non-critical surgeries were conducted across several regions of Saudi Arabia. The Ministry of Health (Saudi Arabia) revealed that the average number of patients added to the waiting list regarding pediatrics, and orthopedics in hospitals was approximately 18,000 per month in 2022. According to a report published by the International Trade Administration in 2022, the government of Kuwait commenced the upgradation of healthcare infrastructure under National Development Plan with an investment of US\$ 104 billion. Kuwait has a well-developed primary care network of 100 polyclinics and 28 government-operated general and specialized hospitals. Adult diapers are widely used by patients experiencing temporary loss of bladder control due to surgical procedures and medical interventions. A report published by United Nations Population Fund in 2021 revealed that the disability rate rose with age as 41.5% men and 46.7% women aged above 60 years have limited functional ability. The governments of many Middle Eastern countries have planned strategies delivering primary, secondary, and tertiary healthcare for aged population. Thus, development of healthcare infrastructure, and primary healthcare network in the Middle East & Africa is expected to boost the demand for adult diaper during the forecast period.

#### Middle East & Africa Adult Diaper Market Revenue and Forecast to 2030 (US\$ Million)

#### Middle East & Africa Adult Diaper Market Segmentation

The Middle East & Africa adult diaper market is segmented into product type, category,

end user, and country.

Based on route of product type, the Middle East & Africa adult diaper market is segmented into pull-up diapers, tape on diapers, pad style, and others. The pull-up diapers segment held a largest share of the Middle East & Africa adult diaper market in 2022.

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

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

Based on country, the Middle East & Africa adult diaper market is segmented into the South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa adult diaper market in 2022.

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

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