

North America Adult Diaper Market Forecast to 2030 - Regional Analysis - 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)

<https://marketpublishers.com/r/N12DD9EE5D06EN.html>

Date: October 2023

Pages: 84

Price: US\$ 3,000.00 (Single User License)

ID: N12DD9EE5D06EN

Abstracts

The North America adult diaper market is expected to grow from US\$ 4,519.85 million in 2022 to US\$ 6,521.08 million by 2030. It is estimated to grow at a CAGR of 4.7% from 2022 to 2030.

Increasing Awareness and Acceptance of Incontinence Products Fuel North America Adult Diaper Market

The growing aging population directly translates to a more extensive customer base for adult diapers. Incontinence can significantly impact an individual's sense of dignity and independence. By using adult diapers, people can maintain their dignity and sense of self-worth and manage their incontinence discreetly and confidently. Adult diapers enable individuals to engage in social interactions, travel, and participate in various activities without fear of accidents or leakage. Therefore, the growing awareness of the benefits of adult diapers is surging its market growth. Moreover, various awareness campaigns by industry players and healthcare organizations have helped educate the public about the prevalence of incontinence and the availability of effective solutions like adult diapers. For instance, in 2023, GAMA Healthcare launched a campaign to raise awareness about incontinence-associated dermatitis during World Continence Week. The incontinence awareness campaigns aim to reduce the stigma surrounding incontinence and promote the use of adult diapers to maintain life. Also, in recent years,

there has been a shift in societal attitudes toward adult diapers. As societal attitudes towards incontinence and using adult diapers have become more accepting and supportive, people feel more comfortable seeking help and adopting appropriate solutions. The major market players and organizations are growing focus on spreading awareness regarding bladder issues, and incontinence. This changing perspective has increased the acceptance of adult diapers as a practical solution to manage incontinence. Furthermore, effective management of incontinence through adult diapers can lead to an improved overall quality of life. By using adult diapers, individuals can avoid the physical discomfort, skin irritation, and emotional distress associated with incontinence. Thus, increasing awareness and acceptance of incontinence products is expected to drive the North America adult diaper market.

North America Adult Diaper Market Overview

The North America adult diaper market has witnessed significant growth and is poised for further expansion in the coming years. This market caters to the increasing demand for adult diapers, driven by factors such as an aging population, rising awareness about incontinence issues, and improved healthcare infrastructure. The region's large population of baby boomers, who are reaching their senior years, has led to a surge in the need for adult diapers. For instance, according to the US Census Bureau, by 2030, all baby boomers will be over the age of 65, significantly expanding the target market for adult diapers. North America has experienced a shift in societal attitudes towards adult diaper usage, with greater emphasis on maintaining personal hygiene and dignity for individuals with incontinence. This change, coupled with advancements in product design and technology, has spurred the adoption of adult diapers among consumers.

North America Adult Diaper Market Revenue and Forecast to 2030 (US\$ Million)

North America Adult Diaper Market Segmentation

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

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

Based on category, the North America adult diaper market is segmented into men, women, and unisex. The women segment held the largest share of the North America

adult diaper market in 2022.

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

Based on country, the North America adult diaper market is segmented into the US, Canada, and Mexico. The US dominated the North America adult diaper market in 2022.

Nippon Paper Industries Co Ltd, Drylock Technologies NV, Ontex BV, Health Care Products Inc, First Quality Enterprises Inc, Kimberly-Clark Corporation, Principal Business Enterprises Inc, Essity AB, Paul Hartmann AG, and Abena AS are some of the leading companies operating in the North America adult diaper market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. NORTH AMERICA ADULT DIAPER MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis

5. NORTH AMERICA ADULT DIAPER MARKET - KEY INDUSTRY DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Rising Share of Aging Population
 - 5.1.2 Increasing Awareness and Acceptance of Incontinence Products
- 5.2 Market Restraints
 - 5.2.1 Stigma and Social Taboos Associated with Incontinence and the Use of Adult Diapers
- 5.3 Market Opportunities
 - 5.3.1 Penetration of the E-Commerce Industry

5.4 Future Trends

5.4.1 Strategic Product Innovations and Launches by Major Market Players

5.5 Impact of Drivers and Restraints:

6. ADULT DIAPER MARKET - NORTH AMERICA MARKET ANALYSIS

6.1 North America Adult Diaper Market Revenue (US\$ Million), 2022 - 2030

6.2 Adult Diaper Market Forecast and Analysis

7. NORTH AMERICA ADULT DIAPER MARKET ANALYSIS - PRODUCT TYPE

7.1 Pull-Up Diapers

7.1.1 Overview

7.1.2 Pull-Up Diapers Market Revenue and Forecast to 2030 (US\$ Million)

7.2 Tape on Diapers

7.2.1 Overview

7.2.2 Tape on Diapers Market Revenue and Forecast to 2030 (US\$ Million)

7.3 Pad Style

7.3.1 Overview

7.3.2 Pad Style Market Revenue and Forecast to 2030 (US\$ Million)

7.4 Others

7.4.1 Overview

7.4.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

8. NORTH AMERICA ADULT DIAPER MARKET ANALYSIS - CATEGORY

8.1 Men

8.1.1 Overview

8.1.2 Men Market Revenue and Forecast to 2030 (US\$ Million)

8.2 Women

8.2.1 Overview

8.2.2 Women Market Revenue and Forecast to 2030 (US\$ Million)

8.3 Unisex

8.3.1 Overview

8.3.2 Unisex Market Revenue and Forecast to 2030 (US\$ Million)

9. NORTH AMERICA ADULT DIAPER MARKET ANALYSIS - END-USER

9.1 Residential

- 9.1.1 Overview
- 9.1.2 Residential Market Revenue, and Forecast to 2030 (US\$ Million)
- 9.2 Hospitals and Clinics
 - 9.2.1 Overview
 - 9.2.2 Hospitals and Clinics Market Revenue, and Forecast to 2030 (US\$ Million)
- 9.3 Others
 - 9.3.1 Overview
 - 9.3.2 Others Market Revenue, and Forecast to 2030 (US\$ Million)

10. NORTH AMERICA ADULT DIAPER MARKET - COUNTRY ANALYSIS

- 10.1 North America
 - 10.1.1 North America North America Adult Diaper Market Overview
 - 10.1.2 North America North America Adult Diaper Market Revenue and Forecasts and Analysis - By Countries
 - 10.1.2.1 North America Adult Diaper Market Breakdown by Country
 - 10.1.2.2 US Adult Diaper Market Revenue and Forecasts to 2030 (US\$ Mn)
 - 10.1.2.2.1 US Adult Diaper Market Breakdown by Product Type
 - 10.1.2.2.2 US Adult Diaper Market Breakdown by Category
 - 10.1.2.2.3 US Adult Diaper Market Breakdown by End-User
 - 10.1.2.3 Canada Adult Diaper Market Revenue and Forecasts to 2030 (US\$ Mn)
 - 10.1.2.3.1 Canada Adult Diaper Market Breakdown by Product Type
 - 10.1.2.3.2 Canada Adult Diaper Market Breakdown by Category
 - 10.1.2.3.3 Canada Adult Diaper Market Breakdown by End-User
 - 10.1.2.4 Mexico Adult Diaper Market Revenue and Forecasts to 2030 (US\$ Mn)
 - 10.1.2.4.1 Mexico Adult Diaper Market Breakdown by Product Type
 - 10.1.2.4.2 Mexico Adult Diaper Market Breakdown by Category
 - 10.1.2.4.3 Mexico Adult Diaper Market Breakdown by End-User

11. NORTH AMERICA ADULT DIAPER MARKET INDUSTRY LANDSCAPE

- 11.1 Overview
- 11.2 New Product Development

12. COMPANY PROFILES

- 12.1 Nippon Paper Industries Co Ltd
 - 12.1.1 Key Facts
 - 12.1.2 Business Description

- 12.1.3 Products and Services
- 12.1.4 Financial Overview
- 12.1.5 SWOT Analysis
- 12.1.6 Key Developments
- 12.2 Drylock Technologies NV
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Products and Services
 - 12.2.4 Financial Overview
 - 12.2.5 SWOT Analysis
 - 12.2.6 Key Developments
- 12.3 Ontex BV
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview
 - 12.3.5 SWOT Analysis
 - 12.3.6 Key Developments
- 12.4 Health Care Products Inc
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 First Quality Enterprises Inc
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 Kimberly-Clark Corporation
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments

12.7 Principal Business Enterprises Inc

12.7.1 Key Facts

12.7.2 Business Description

12.7.3 Products and Services

12.7.4 Financial Overview

12.7.5 SWOT Analysis

12.7.6 Key Developments

12.8 Essity AB

12.8.1 Key Facts

12.8.2 Business Description

12.8.3 Products and Services

12.8.4 Financial Overview

12.8.5 SWOT Analysis

12.8.6 Key Developments

12.9 Paul Hartmann AG

12.9.1 Key Facts

12.9.2 Business Description

12.9.3 Products and Services

12.9.4 Financial Overview

12.9.5 SWOT Analysis

12.9.6 Key Developments

12.10 Abena AS

12.10.1 Key Facts

12.10.2 Business Description

12.10.3 Products and Services

12.10.4 Financial Overview

12.10.5 SWOT Analysis

12.10.6 Key Developments

13. APPENDIX

I would like to order

Product name: North America Adult Diaper Market Forecast to 2030 - Regional Analysis - 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)

Product link: <https://marketpublishers.com/r/N12DD9EE5D06EN.html>

Price: US\$ 3,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N12DD9EE5D06EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970