Medical nonwoven disposables are indispensable products in the field of healthcare. These products are surpassing woven fabrics in terms of popularity as they offer better hygiene conditions and effectively aid in avoiding contamination and infections. Rise in the incidences of Hospital-acquired infections and incontinence problems in adults globally are creating a need for medical nonwoven disposables in the market. The rising popularity of the medical nonwoven disposables among doctors and a global rise in health awareness are largely driving the market growth. Further, rising per capita healthcare spending, stringent government regulations regarding health and hygiene, especially in hospital setup, a global increase in aging population and improving lifestyle boost the growth of global medical nonwoven disposables market.

On the contrary, rising concerns regarding the disposal of the medical nonwoven products and the growing trend of minimally-invasive and robot assisted surgeries would impede the market growth. Top strategies adopted by the market leaders are product launch and acquisition. For example, in North America, Kimberly Clark launched numerous improved and novel incontinence products in the personal care segment with brand names such as Poise and Depend. Further, Medtronic acquired Covidien for about $49.9 billion in 2014. With the acquisition of Covidien, the company strengthened its position in the surgical products segment.

The medical nonwoven disposables market is segmented into product type and geography. Based on product type, the market is segmented into incontinence products and surgical nonwoven products. Surgical nonwoven products accounted for majority of the global nonwoven disposables products market share and would continue to retain its share in the market during the forecast period (2015-2020). Surgical nonwoven disposable products include surgical gowns, surgical masks, sterile nonwoven swabs, surgical caps, surgical gowns, shoe covers, surgical drapes, and others. Incontinence products was the second leading segment in the global nonwoven disposable products market and would grow at the fastest CAGR during the forecast period. Incontinence products include disposable underwear, cotton pads, disposable panty shields and disposable diapers. Disposable diapers segment is further categorized into ultra-absorbent, super-absorbent, and biodegradable.

In terms of geography, the market consists of North America, Asia Pacific, Europe and LAMEA regions. North America is the leading geographical segment due to the growing popularity of medical nonwoven disposables among clinicians and stringent government regulation imposed on securing the health and hygiene in medical establishments. Asia Pacific and LAMEA would emerge as the most lucrative regions for the growth of the Medical Nonwoven Disposables Market.


KEY MARKET BENEFITS

- The report provides an in-depth analysis of the medical nonwoven disposables with a cross-sectional analysis of overall market
- The report helps in understanding the strategies adopted by various key firms in particular countries, in order to gain market share in the global medical nonwoven disposables market
- Region-wise and country-wise medical nonwoven disposables market is comprehensively analyzed in the report
- The projections in the report are made by analyzing the current market trends and highlighting the market potential for the period of 2014 - 2020, in terms of value
- Extensive analysis of the market is conducted by closely following key product positioning and monitoring
the top contenders within the market framework

KEY MARKET SEGMENTS:
The global medical nonwoven disposables market is segmented on the basis of product and geography:

- Global Medical Nonwoven Disposables Market By Product
  Incontinence Products
  Disposable underwear
  Cotton pads
  Panty shields
  Disposable diapers
  Ultra-absorbent
  Super-absorbent
  Biodegradable
  Surgical nonwoven products
  Surgical Masks
  Surgical Drapes
  Shoe covers
  Surgical caps
  Surgical gowns
  Sterile nonwoven swabs
  Others

- Global Medical Nonwoven Disposables Market By Geography
  North America
  United States
  Canada
  Mexico
  Europe
  Germany
  France
  Italy
  Rest of Europe
  Asia-Pacific
  China
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