Global Diaper Market Size, Share, Development, Growth and Demand Forecast to 2022 - Industry Insights by Product (Disposable Diaper, Cloth Diaper, Others), By Absorption Level (Low Absorption, High Absorption), by Type (Baby Diaper, Adult Diaper)

Description: The key factors driving the growth of the global diaper market are increasing number of women in workforce, introduction of bio-degradable diapers, and increased awareness about personal hygiene and growing population. The increasing geriatric population is also providing growth prospects to the market. Further, the emergence of hybrid diapers and presence of untapped markets for baby diapers is expected to give a major boost to the growth of the global diaper market in future.

The delayed toilet training of children in developed countries, and growing online purchase of diapers are some of the trends witnessed in the global market. However, the declining birth rate in developed countries is a major factor hindering the growth of the global diaper market.

There is a significant presence of untapped market in the baby diaper industry, in countries such as Nigeria and Guatemala. This is due to the less disposable income factor in the underdeveloped countries. The people in underdeveloped countries with less per capita income find it difficult to afford expensive disposable diapers. Moreover, the disposable diaper products that are currently available in the African countries are less advanced, than those available in the western countries with super absorbent applications and die cuts. Almost half of the Nigerian population resides in rural areas, and disposable diapers are hardly used by anyone in those areas. The nappies/diapers penetration rate in Nigeria is approximately 5%. The per capita use of diapers/nappies in Nigeria is very low, as compared to developed markets, thereby creating a basis for further expansion. With the continuous growth in industrialization and urbanization, the disposable income of people in these countries is expected to increase during the next few years, which is anticipated to provide major opportunity for the untapped markets of underdeveloped countries.

Diapers for adults are very less used in the underdeveloped and developing countries. However, with the increasing standard of living and growing disposable incomes in such countries have been escalating the demand for diapers for adults. This is expected to emerge as an opportunity for the global diaper market.

Due to the massive growth of population in developing countries, the use of diapers is also increasing. As the per capita income of consumers is increasing, the consumers are focusing more on the personal and baby hygiene. Good hygiene is an important barrier to many infectious diseases, including the fecal-oral diseases, and it promotes better health and well-being. To achieve the greatest health benefits, people are focusing more on improvement in hygiene. The modern baby diapers and incontinence products have a layered construction, which allows the distribution and transfer of urine to a penetrable core structure, where it is locked. Diapers provide hygiene, cleanliness, comfort, and independence to the babies and adults.

Though diapers are helpful in maintaining the personal hygiene of babies and adults, they are very unnatural in many ways. This has led to the increasing demand for diapers made from natural raw-materials. The global baby diaper market is driven by the diaper manufacturers involved in introducing baby diapers that have better breathability, are soft, and cause fewer rashes on the baby's skin.

The major companies operating in the global baby diaper market include Kimberly-Clark Corporation, Procter & Gamble, Unicharm Corporation, Kao Corporation, SVENSKA CELLULOOSA AKTIEBOLAGET SCA, Bumkins, Fujian Heng Group Co. Ltd., Bummis Inc., and Nobel Hygiene Pvt. Ltd.

Contents: 1. Research Scope & Methodology
1.1 Market Definition
1.2 Market Scope
1.2.1 by Product
1.2.2 by Absorption Level
1.2.3 Market by Baby Weight (for Baby Diapers)
1.2.4 by Size (for Adult Diapers)
1.2.5 by Gender (for Adult Diapers)
1.2.6 by Geography (for Both Baby and Adult Diapers)
1.3 Research Methodology and Sources

2. Executive Summary
2.1 Key Findings
2.2 Research Summary

3. Market Outlook
3.1 Introduction
3.1.1 Value Chain Analysis
3.2 Trends in The Market
3.2.1 Delayed Toilet Training of Children in Developed Countries
3.2.2 Growing Online Purchase of Diapers
3.3 Opportunities in The Market
3.3.1 Presence of Untapped Market for Diaper
3.3.2 Emergence of Hybrid Diapers
3.4 Factors Driving The Growth of Market and its Impact on Market Forecast
3.4.1 Increased Awareness About Personal Hygiene and Growing Population
3.4.2 Increasing Number of Women in Workforce
3.4.3 Growing Geriatric Population
3.4.4 Introduction of Eco-Friendly Bio Degradable Diapers
3.4.5 Impact Analysis of Drivers on Market Forecast
3.5 Factors Hindering The Growth of Market and its Impact on Market Forecast
3.5.1 Declining Birth Rate in Developed Countries
3.5.2 Impact Analysis of Restraints on Market Forecast

4.1 Global Diaper Market, by Product
4.2 Global Diaper Market, by Type
4.3 Global Diaper Market, by Absorption Level
4.4 Global Diaper Market, by Geography

5. Global Baby Diaper Market
5.1 Global Baby Diaper Market, by Product
5.1.1 Global Disposable Baby Diaper Market, by Type
5.1.2 Global Cloth Baby Diaper Market, by Type
5.1.2.1 Global Cloth 1-Part Baby Diaper Market
5.1.2.1.1 Global Cloth 1-Part Baby Diaper Market, by Type
5.1.2.2 Global Cloth 2-Part Baby Diaper Market
5.1.2.2.1 Global Cloth 2-Part Baby Diaper Market, by Type
5.1.3 Global Other Baby Diaper Market, by Type
5.2 Global Baby Diaper Market, by Absorption Level
5.3 Global Baby Diaper Market, by Baby Weight
5.4 Global Baby Diaper Market, by Geography
5.4.1 North America Baby Diaper Market
5.4.1.1 North America Baby Diaper Market, by Product
5.4.1.2 North America Baby Diaper Market, by Absorption Level
5.4.1.3 North America Baby Diaper Market, by Baby Weight
5.4.1.4 North America Baby Diaper Market, by Country
5.4.2 Latin America Baby Diaper Market
5.4.2.1 Latin America Baby Diaper Market, by Product
5.4.2.2 Latin America Baby Diaper Market, by Absorption Level
5.4.2.3 Latin America Baby Diaper Market, by Baby Weight
5.4.2.4 Latin America Baby Diaper Market, by Country
5.4.3 Europe Baby Diaper Market
5.4.3.1 Europe Baby Diaper Market, by Product
5.4.3.2 Europe Baby Diaper Market, by Absorption Level
5.4.3.3 Europe Baby Diaper Market, by Baby Weight
5.4.3.4 Europe Baby Diaper Market, by Country
5.4.4 Asia-Pacific Baby Diaper Market
5.4.4.1 Asia-Pacific Baby Diaper Market, by Product
5.4.4.2 Asia-Pacific Baby Diaper Market, by Absorption Level
5.4.4.3 Asia-Pacific Baby Diaper Market, by Baby Weight
5.4.4.4 Asia-Pacific Baby Diaper Market, by Country
5.4.5 Middle East & Africa Baby Diaper Market
5.4.5.1 Middle East and Africa Baby Diaper Market, by Product
5.4.5.2 Middle East and Africa Baby Diaper Market, by Absorption Level
5.4.5.3 Middle East and Africa Baby Diaper Market, by Baby Weight
5.4.5.4 Middle East and Africa Baby Diaper Market, by Country

6. Global Adult Diaper Market
6.1 Global Adult Diaper Market, by Product
6.1.1 Global Disposable Adult Diaper Market, by Type
6.1.2 Global Cloth Adult Diaper Market, by Type
6.1.3 Global Other Adult Diaper Market, by Type
6.2 Global Adult Diaper Market, by Absorption Level
6.3 Global Adult Diaper Market, by Size
6.4 Global Adult Diaper Market, by Gender
6.5 Global Adult Diaper Market, by Geography
6.5.1 North America Adult Diaper Market
6.5.1.1 North America Adult Diaper Market, by Product
6.5.1.2 North America Adult Diaper Market, by Absorption Level
6.5.1.3 North America Adult Diaper Market, by Size
6.5.1.4 North America Adult Diaper Market, by Gender
6.5.1.5 North America Adult Diaper Market, by Country
6.5.2 Latin America Adult Diaper Market
6.5.2.1 Latin America Adult Diaper Market, by Product
6.5.2.2 Latin America Adult Diaper Market, by Absorption Level
6.5.2.3 Latin America Adult Diaper Market, by Size
6.5.2.4 Latin America Adult Diaper Market, by Gender
6.5.2.5 Latin America Adult Diaper Market, by Country
6.5.3 Europe Adult Diaper Market
6.5.3.1 Europe Adult Diaper Market, by Product
6.5.3.2 Europe Adult Diaper Market, by Absorption Level
6.5.3.3 Europe Adult Diaper Market, by Size
6.5.3.4 Europe Adult Diaper Market, by Gender
6.5.3.5 Europe Adult Diaper Market, by Country
6.5.4 Asia-Pacific Adult Diaper Market
6.5.4.1 Asia-Pacific Adult Diaper Market, by Product
6.5.4.2 Asia-Pacific Adult Diaper Market, by Absorption Level
6.5.4.3 Asia-Pacific Adult Diaper Market, by Size
6.5.4.4 Asia-Pacific Adult Diaper Market, by Gender
6.5.4.5 Asia-Pacific Adult Diaper Market, by Country
6.5.5 Middle East & Africa Adult Diaper Market
6.5.5.1 Middle East and Africa Adult Diaper Market, by Product
6.5.5.2 Middle East and Africa Adult Diaper Market, by Absorption Level
6.5.5.3 Middle East and Africa Adult Diaper Market, by Size
6.5.5.4 Middle East and Africa Adult Diaper Market, by Gender
6.5.5.5 Middle East and Africa Adult Diaper Market, by Country

7. Global Diaper Market, by Geography
7.1 North America
7.1.1 North American Diaper Market, by Country
7.1.2 North American Diaper Market, by Product
7.1.3 North American Diaper Market, by Type
7.1.4 North American Diaper Market, by Absorption Level
7.2 Latin America
7.2.1 Latin American Diaper Market, by Country
7.2.2 Latin American Diaper Market, by Product
7.2.3 Latin American Diaper Market, by Type
7.2.4 Latin American Diaper Market, by Absorption Level
7.3 Europe
7.3.1 Europe Diaper Market, by Country
7.3.2 Europe Diaper Market, by Product
7.3.3 Europe Diaper Market, by Type
7.3.4 Europe Diaper Market, by Absorption Level
7.4 Asia-Pacific
7.4.1 Asia-Pacific Diaper Market, by Country
7.4.2 Asia-Pacific Diaper Market, by Product
7.4.3 Asia-Pacific Diaper Market, by Type
7.4.4 Asia-Pacific Diaper Market, by Absorption Level
7.5 Middle East & Africa
7.5.1 Middle East and Africa Diaper Market, by Country
7.5.2 Middle East and Africa Diaper Market, by Product
7.5.3 Middle East and Africa Diaper Market, by Type
7.5.4 Middle East and Africa Diaper Market, by Absorption Level

8. Competitive Positioning and Market Share Analysis
8.1 Porter's Five Forces of Competitive Position Analysis
8.1.1 Bargaining Power of Buyers
8.1.2 Bargaining Power of Suppliers
8.1.3 Threat of New Entrants
8.1.4 Intensity of Rivalry
8.1.5 Threat of Substitutes
8.2 Competitive Positioning of Global Diaper Market, by Product
8.3 Competitive Positioning of Global Diaper Market, by Absorption Level
8.4 Competitive Positioning of Global Diaper Market, by Type
8.5 Market Share Analysis of Key Players

9. Company Profiles and Strategic Developments
9.1 Key Company Profiles
9.1.1 Kimberly-Clark Corporation
9.1.1.1 Business Overview
9.1.1.2 Product and Service Offerings
9.1.2 Procter & Gamble
9.1.2.1 Business Overview
9.1.2.2 Product and Service Offerings
9.1.3 Unicharm Corporation
9.1.3.1 Business Overview
9.1.3.2 Product and Service Offerings
9.1.4 Kao Corporation
9.1.4.1 Business Overview
9.1.4.2 Product and Service Offerings
9.1.5 Svenska Cellulosa Aktiebolaget (Sca)
9.1.5.1 Business Overview
9.1.5.2 Product and Service Offerings
9.1.6 Bumkins
9.1.6.1 Business Overview
9.1.6.2 Product and Service Offerings
9.1.7 Fujian Hengan International Group Co. Ltd.
9.1.7.1 Business Overview
9.1.7.2 Product and Service Offerings
9.1.8 Bummis Inc.
9.1.8.1 Business Overview
9.1.8.2 Product and Service Offerings
9.1.9 Nobel Hygiene Pvt. Ltd.
9.1.9.1 Business Overview
9.1.9.2 Product and Service Offerings
9.2 Strategic Developments in The Baby Diaper Market
9.2.1 Acquisition
9.2.2 Geographical Expansion
9.2.3 Product Launch
9.2.4 Partnerships

10. Appendix
10.1 List of Abbreviations
List of Tables
Table 1 Specific Primary and Secondary Sources Used for this Publication
Table 2 Global Diaper Market Snapshot
Table 3 Drivers for The Market: Impact Analysis
Table 4 Restraints for The Market: Impact Analysis
Table 5 Global Diaper Market, by Product, $B (2012 - 2015)
Table 6 Global Diaper Market, by Product, $B (2016 - 2022)
Table 7 Global Diaper Market, by Type, $B (2012 - 2015)
Table 8 Global Diaper Market, by Type, $B (2016 - 2022)
Table 9 Global Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 10 Global Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 11 Global Diaper Market, by Geography, $B (2012 - 2015)
Table 12 Global Diaper Market, by Geography, $B (2016 - 2022)
Table 13 Global Disposable Baby Diaper Market, by Type, $B (2012 - 2015)
Table 14 Global Disposable Baby Diaper Market, by Type, $B (2016 - 2022)
Table 15 Global Cloth Baby Diaper Market, by Type, $B (2012 - 2015)
Table 16 Global Cloth Baby Diaper Market, by Type, $B (2016 - 2022)
Table 17 Global Cloth 1-Part Baby Diaper Market, by Type, $B (2012 - 2015)
Table 18 Global Cloth 1-Part Baby Diaper Market, by Type, $B (2016 - 2022)
Table 19 Global Cloth 2-Part Baby Diaper Market, by Type, $B (2012 - 2015)
Table 20 Global Cloth 2-Part Baby Diaper Market, by Type, $B (2016 - 2022)
Table 21 Global Other Baby Diaper Market, by Type, $B (2012 - 2015)
Table 22 Global Other Baby Diaper Market, by Type, $B (2016 - 2022)
Table 23 Global Baby Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 24 Global Baby Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 25 Global Baby Diaper Market, by Baby Weight, $B (2012 - 2015)
Table 26 Global Baby Diaper Market, by Baby Weight, $B (2016 - 2022)
Table 27 North America Baby Diaper Market, by Product, $B (2012 - 2015)
Table 28 North America Baby Diaper Market, by Product, $B (2016 - 2022)
Table 29 North America Baby Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 30 North America Baby Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 31 North America Baby Diaper Market, by Baby Weight, $B (2012 - 2015)
Table 32 North America Baby Diaper Market, by Baby Weight, $B (2016 - 2022)
Table 34 North America Baby Diaper Market, by Country, $B (2016 - 2022)
Table 35 Latin America Baby Diaper Market, by Product, $B (2012 - 2015)
Table 36 Latin America Baby Diaper Market, by Product, $B (2016 - 2022)
Table 37 Latin America Baby Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 38 Latin America Baby Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 39 Latin America Baby Diaper Market, by Baby Weight, $B (2012 - 2015)
Table 40 Latin America Baby Diaper Market, by Baby Weight, $B (2016 - 2022)
Table 41 Latin America Baby Diaper Market, by Country, $B (2012 - 2015)
Table 42 Latin America Baby Diaper Market, by Country, $B (2016 - 2022)
Table 43 Europe Baby Diaper Market, by Product, $B (2012 - 2015)
Table 44 Europe Baby Diaper Market, by Product, $B (2016 - 2022)
Table 45 Europe Baby Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 46 Europe Baby Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 47 Europe Baby Diaper Market, by Baby Weight, $B (2012 - 2015)
Table 48 Europe Baby Diaper Market, by Baby Weight, $B (2016 - 2022)
Table 49 Europe Baby Diaper Market, by Country, $B (2012 - 2015)
Table 50 Europe Baby Diaper Market, by Country, $B (2016 - 2022)
Table 51 Asia-Pacific Baby Diaper Market, by Product, $B (2012 - 2015)
Table 52 Asia-Pacific Baby Diaper Market, by Product, $B (2016 - 2022)
Table 53 Asia-Pacific Baby Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 54 Asia-Pacific Baby Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 55 Asia-Pacific Baby Diaper Market, by Baby Weight, $B (2012 - 2015)
Table 56 Asia-Pacific Baby Diaper Market, by Baby Weight, $B (2016 - 2022)
Table 58 Asia-Pacific Baby Diaper Market, by Country, $B (2016 - 2022)
Table 59 Middle East & Africa Baby Diaper Market, by Product, $B (2012 - 2015)
Table 60 Middle East & Africa Baby Diaper Market, by Product, $B (2016 - 2022)
Table 61 Middle East & Africa Baby Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 62 Middle East & Africa Baby Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 63 Middle East & Africa Baby Diaper Market, by Baby Weight, $B (2012 - 2015)
Table 64 Middle East & Africa Baby Diaper Market, by Baby Weight, $B (2016 - 2022)
Table 65 Middle East & Africa Baby Diaper Market, by Country, $B (2012 - 2015)
Table 66 Middle East & Africa Baby Diaper Market, by Country, $B (2016 - 2022)
Table 67 Global Disposable Adult Diaper Market, by Type, $B (2012 - 2015)
Table 68 Global Disposable Adult Diaper Market, by Type, $B (2016 - 2022)
Table 69 Global Adult Cloth Diaper Market, by Type, $B (2012 - 2015)
Table 70 Global Adult Cloth Diaper Market, by Type, $B (2016 - 2022)
Table 71 Global Other Adult Diaper Market, by Type, $B (2012 - 2015)
Table 72 Global Other Adult Diaper Market, by Type, $B (2016 - 2022)
Table 73 Global Adult Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 74 Global Adult Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 75 Global Adult Diaper Market, by Diaper Size, $B (2012 - 2015)
Table 76 Global Adult Diaper Market, by Diaper Size, $B (2016 - 2022)
Table 77 Global Adult Diaper Market, by Gender, $B (2012 - 2015)
Table 78 Global Adult Diaper Market, by Gender $B (2016 - 2022)
Table 79 North America Adult Diaper Market, by Product, $B (2012 - 2015)
Table 80 North America Adult Diaper Market, by Product, $B (2016 - 2022)
Table 81 North America Adult Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 82 North America Adult Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 83 North America Adult Diaper Market, by Size, $B (2012 - 2015)
Table 84 North America Adult Diaper Market, by Size, $B (2016 - 2022)
Table 85 North America Adult Diaper Market, by Gender, $B (2012 - 2015)
Table 86 North America Adult Diaper Market, by Gender, $B (2016 - 2022)
Table 87 North America Adult Diaper Market, by Country, $B (2012 - 2015)
Table 88 North America Adult Diaper Market, by Country, $B (2016 - 2022)
Table 89 Latin America Adult Diaper Market, by Product, $B (2012 - 2015)
Table 90 Latin America Adult Diaper Market, by Product, $B (2016 - 2022)
Table 91 Latin America Adult Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 92 Latin America Adult Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 93 Latin America Adult Diaper Market, by Size, $B (2012 - 2015)
Table 94 Latin America Adult Diaper Market, by Size, $B (2016 - 2022)
Table 95 Latin America Adult Diaper Market, by Gender, $B (2012 - 2015)
Table 96 Latin America Adult Diaper Market, by Gender, $B (2016 - 2022)
Table 97 Latin America Adult Diaper Market, by Country, $B (2012 - 2015)
Table 98 Latin America Adult Diaper Market, by Country, $B (2016 - 2022)
Table 99 Europe Adult Diaper Market, by Product, $B (2012 - 2015)
Table 100 Europe Adult Diaper Market, by Product, $B (2016 - 2022)
Table 101 Europe Adult Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 102 Europe Adult Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 103 Europe Adult Diaper Market, by Size, $B (2012 - 2015)
Table 104 Europe Adult Diaper Market, by Size, $B (2016 - 2022)
Table 105 Europe Adult Diaper Market, by Gender, $B (2012 - 2015)
Table 106 Europe Adult Diaper Market, by Gender, $B (2016 - 2022)
Table 107 Europe Adult Diaper Market, by Country, $B (2012 - 2015)
Table 108 Europe Adult Diaper Market, by Country, $B (2016 - 2022)
Table 109 Asia-Pacific Adult Diaper Market, by Product, $B (2012 - 2015)
Table 110 Asia-Pacific Adult Diaper Market, by Product, $B (2016 - 2022)
Table 111 Asia-Pacific Adult Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 112 Asia-Pacific Adult Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 113 Asia-Pacific Adult Diaper Market, by Size, $B (2012 - 2015)
Table 114 Asia-Pacific Adult Diaper Market, by Size, $B (2016 - 2022)
Table 115 Asia-Pacific Adult Diaper Market, by Gender, $B (2012 - 2015)
Table 116 Asia-Pacific Adult Diaper Market, by Gender, $B (2016 - 2022)
Table 117 Asia-Pacific Adult Diaper Market, by Country, $B (2012 - 2015)
Table 118 Asia-Pacific Adult Diaper Market, by Country, $B (2016 - 2022)
Table 119 Middle East & Africa Adult Diaper Market, by Product, $B (2012 - 2015)
Table 120 Middle East & Africa Adult Diaper Market, by Product, $B (2016 - 2022)
Table 121 Middle-East & Africa Adult Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 122 Middle East & Africa Adult Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 123 Middle East & Africa Adult Diaper Market, by Size, $B (2012 - 2015)
Table 124 Middle East & Africa Adult Diaper Market, by Size, $B (2016 - 2022)
Table 125 Middle East & Africa Adult Diaper Market, by Gender, $B (2012 - 2015)
Table 126 Middle East & Africa Adult Diaper Market, by Gender, $B (2016 - 2022)
Table 127 Middle East & Africa Adult Diaper Market, by Country, $B (2012 - 2015)
Table 128 Middle East & Africa Adult Diaper Market, by Country, $B (2016 - 2022)
Table 129 North America Diaper Market, by Product, $B (2012 - 2015)
Table 130 North America Diaper Market, by Product, $B (2016 - 2022)
Table 131 North America Diaper Market, by Type, $B (2012 - 2015)
Table 132 North America Diaper Market, by Type, $B (2016 - 2022)
Table 133 North America Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 134 North America Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 135 Latin America Diaper Market, by Product, $B (2012 - 2015)
Table 136 Latin America Diaper Market, by Product, $B (2016 - 2022)
Table 137 Latin America Diaper Market, by Type, $B (2012 - 2015)
Table 138 Latin America Diaper Market, by Type, $B (2016 - 2022)
Table 139 Latin America Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 140 Latin America Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 141 Europe Diaper Market, by Product, $B (2012 - 2015)
Table 142 Europe Diaper Market, by Product, $B (2016 - 2022)
Table 143 Europe Diaper Market, by Type, $B (2012 - 2015)
Table 144 Europe Diaper Market, by Type, $B (2016 - 2022)
Table 145 Europe Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 146 Europe Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 147 Asia-Pacific Diaper Market, by Product, $B (2012 - 2015)
Table 148 Asia-Pacific Diaper Market, by Product, $B (2016 - 2022)
Table 149 Asia-Pacific Diaper Market, by Type, $B (2012 - 2015)
Table 150 Asia-Pacific Diaper Market, by Type, $B (2016 - 2022)
Table 151 Asia-Pacific Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 152 Asia-Pacific Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 153 Middle East & Africa Diaper Market, by Product, $B (2012 - 2015)
Table 154 Middle East & Africa Diaper Market, by Product, $B (2016 - 2022)
Table 155 Middle East & Africa Diaper Market, by Type, $B (2012 - 2015)
Table 156 Middle East & Africa Diaper Market, by Type, $B (2016 - 2022)
Table 157 Middle East & Africa Diaper Market, by Absorption Level, $B (2012 - 2015)
Table 158 Middle East & Africa Diaper Market, by Absorption Level, $B (2016 - 2022)
Table 159 Kimberly-Clark Corporation - Key Facts
Table 160 Procter & Gamble - Key Facts
Table 161 Unicharm Corporation - Key Facts
Table 162 Kao Corporation - Key Facts
Table 163 Business Segments of Kao Corporation
Table 164 Products and Services of Kao Corporation
Table 165 Svenska Cellulosa Aktiebolaget (Sca) - Key Facts
Table 166 Bumkins - Key Facts
Table 167 Fujian Hengan International Group Co. Ltd. - Key Facts
Table 168 Bummis Inc. - Key Facts
Table 169 Nobel Hygiene Pvt. Ltd. - Key Facts

List of Figures
Fig 1 Research Scope for Global Diaper Market
Fig 2 Research Methodology for Global Diaper Market
Fig 3 Value Chain Analysis of Global Diaper Industry
Fig 4 Global Diaper Market Size, $B (2012 - 2022)
Fig 5 Global Diaper Market Size, by Product, $B (2012 - 2022)
Fig 6 Global Diaper Market Size, by Type, $B (2012 - 2022)
Fig 7 Global Diaper Market Size, by Absorption Level, $B (2012 - 2022)
Fig 8 Global Diaper Market Size, by Geography, $B (2012 - 2022)
Fig 9 Global Disposable Baby Diaper Market Size, by Type, $B (2012 - 2022)
Fig 10 Global Cloth Baby Diaper Market Size, by Type, $B (2012 - 2022)
Fig 11 Global Cloth 1-Part Baby Diaper Market Size, $B (2012 - 2022)
Fig 12 Global Cloth 1-Part Baby Diaper Market Size, by Type, $B (2012 - 2022)
Fig 13 Global Cloth 2-Part Baby Diaper Market Size, $B (2012 - 2022)
Fig 14 Global Cloth 2-Part Baby Diaper Market Size, by Type, $B (2012 - 2022)
Fig 15 Global Other Baby Diaper Market Size, by Type, $B (2012 - 2022)
Fig 16 Global Baby Diaper Market Size, by Absorption Level, $B (2012 - 2022)
Fig 17 Global Baby Diaper Market Size, by Baby Weight, $B (2012 - 2022)
Fig 18 North America Baby Diaper Market Size, $B (2012 - 2022)
Fig 19 Latin America Baby Diaper Market Size, $B (2012 - 2022)
Fig 20 Europe Baby Diaper Market Size, $B (2012 - 2022)
Fig 21 Asia-Pacific Baby Diaper Market Size, $B (2012 - 2022)
Fig 22 Middle East & Africa Baby Diaper Market Size, $B (2012 - 2022)
Fig 23 Global Disposable Adult Diaper Market Size, by Type, $B (2012 - 2022)
Fig 24 Global Adult Cloth Diaper Market Size, by Type, $B (2012 - 2022)
Fig 25 Global Adult Other Diaper Market Size, by Type, $B (2012 - 2022)
Fig 26 Global Adult Diaper Market Size, by Absorption Level, $B (2012 - 2022)
Fig 27 Global Adult Diaper Market Size, by Diaper Size, $B (2012 - 2022)
Fig 28 Global Adult Diaper Market Size, by Gender, $B (2012 - 2022)
Fig 29 North America Adult Diaper Market Size, $B (2012 - 2022)
Fig 30 Population Over 65 Years of Age in U.S., Million, (2013 - 2060)
Fig 31 Latin America Adult Diaper Market Size, $B (2012 - 2022)
Fig 32 Europe Adult Diaper Market Size, $B (2012 - 2022)
Fig 33 Asia-Pacific Adult Diaper Market Size, $B (2012 - 2022)
Fig 34 Middle East & Africa Adult Diaper Market Size, $B (2012 - 2022)
Fig 35 Global Diaper Market Size of Major Countries of The World
Fig 36 North America Diaper Market Size, by Country, $B (2012 - 2022)
Fig 37 Latin America Diaper Market Size, by Country, $B (2012 - 2022)
Fig 38 Europe Diaper Market Size, by Country, $B (2012 - 2022)
Fig 39 Asia-Pacific Diaper Market Size, by Country, $B (2012 - 2022)
Fig 40 Middle East & Africa Diaper Market Size, by Country, $B (2012 - 2022)
Fig 41 Porter's Five Forces of Competitive Position Analysis
Fig 42 Competitive Positioning of Global Diaper Market, by Product
Fig 43 Competitive Positioning of Global Diaper Market, by Absorption Level
Fig 44 Competitive Positioning of Global Diaper Market, by Type
Fig 45 Competitive Positioning of Key Players in The Diaper Market (2015)

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