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.

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