

Global Diaper (Adult and Baby Diaper)
Market: Analysis By Product Type, By
Distribution Channel, By Region Size and
Trends with Forecast up to 2030

August 2025



Global Diaper Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

Global Diaper Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Diaper (Adult and Baby Diaper) Market: Analysis By Product Type, By Distribution Channel, By Region Size and Trends with Forecast up to 2030
Coverage	Global and Regional
Regional Coverage	North America (The US, Canada, and Mexico), Europe (UK, Germany, France, Spain, and Rest of Europe), Asia Pacific (China, India, Indonesia, Japan, Australia and rest of Asia Pacific), and Rest of the World
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2025-2030
Competition in the Market	Fragmented
Key Players	The Procter & Gamble Company, Johnson & Johnson Inc., Unicharm Corporation, Kimberly-Clark Corporation, Essity Aktiebolag, Ontex Group, Kao Corporation, Hengan International Group Company Ltd, Nobel Hygiene, Drylock Technologies NV and Bumkins

Global Diaper Market: Coverage

Executive Summary

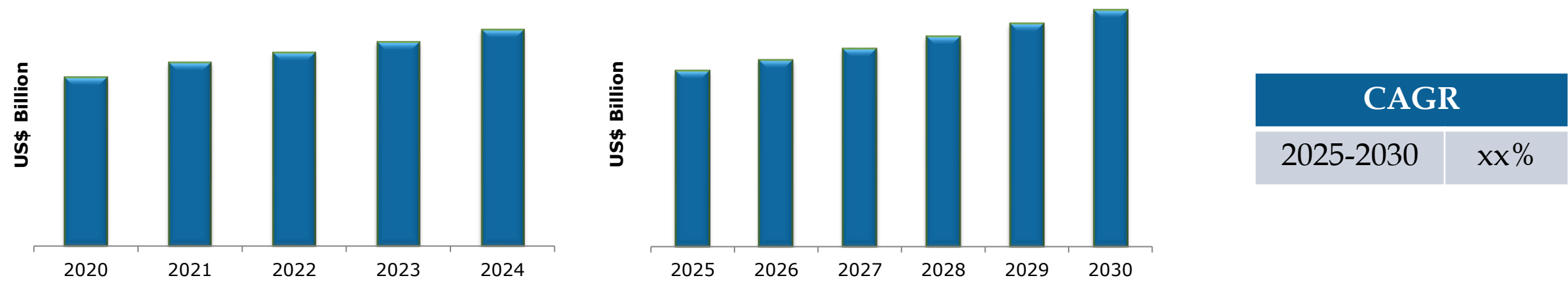
Diaper is defined as a soft absorbent fabric or clothing worn by users that enable the user to urinate or secrete without the utilization of toilets. Diaper are often worn by babies as well as adults suffering from abnormal health conditions such as diarrhea, incontinence, mobility impairment, or dementia. The global diaper market value stood at US\$98.81 billion in 2025, and is expected to reach US\$141.20 billion by 2030. The market is expected to grow at a CAGR of 6.13% over the projected period of 2025-2030.

The global diaper market can be segmented into baby diapers, and adult diapers. Further, baby diaper market can be categorized on the basis of product type (disposable diaper, training nappies, cloth diaper, and others), and distribution channel (offline and online). Similarly, adult diaper market is segmented on the basis of product type (pant type diapers, pad type diapers, tape type diapers, and others), and distribution channel (offline and online). Adult diaper market is the fastest growing segment of global diaper market, owing to rising prevalence of urine incontinence among the geriatric population, increased consumer hygiene consciousness, rapid increase in the aging population in Asia Pacific countries, such as Japan and China, ongoing advancements in healthcare & medical facilities, and rising awareness & easy product availability of diapers in emerging economies.

The global diaper market has observed progressive growth in the past few years and anticipations are made that during the forecasted period (2025-2030), the market would further augment at an escalating growth rate. The global market is predicted to be supported by numerous growth drivers such as growing number of working women, rapid urbanization, growing number of geriatric population, high birth rates in emerging economies, expanding e-commerce and online retailing and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as environmental concerns, outbreak of skin rashes, etc. Moreover, the market growth would succeed in various market trends like increasing focus on ingredient transparency, introduction of smart diapers, rising demand for biodegradable diapers, continuous R&D activities, etc.

Diaper Market: Global Analysis

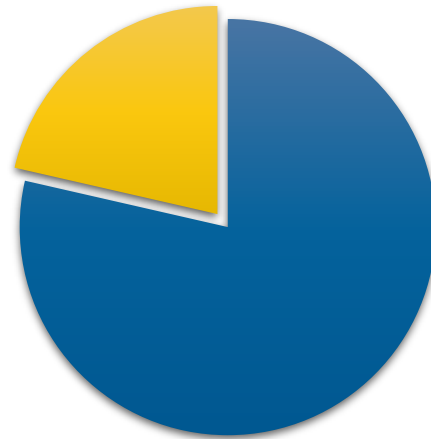
Global Diaper Market by Value



Global diaper market was valued at US\$... billion in 2024 and is anticipated to reach up to US\$... billion by 2030 from US\$... billion in 2025, with a CAGR of xx%.

Diaper Market: Global Analysis

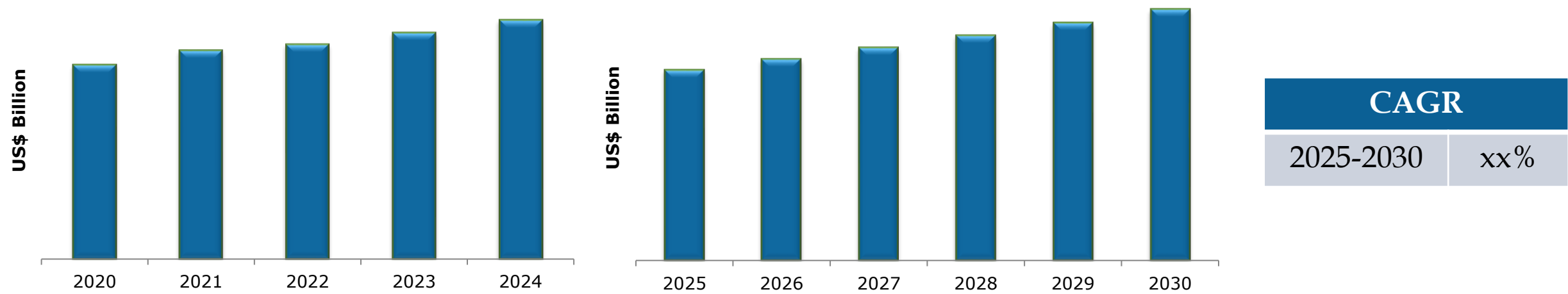
Global Diaper Market by End User; 2024



End User	Share (2024)
Baby Diaper	xx%
Adult Diaper	xx%

Baby Diaper Market: Global Analysis

Global Baby Diaper Market by Value



Global baby diaper market was valued at US\$... billion in 2024 and is anticipated to reach up to US\$... billion by 2030 from US\$... billion in 2025, with a CAGR of xx%.

Baby Diaper Market: Global Analysis

Global Baby Diaper Market by Product Type; 2024



Product Type	Share (2024)
Disposable Diaper	xx%
Training Nappies	xx%
Cloth Diaper	xx%
Others	xx%

Global Baby Diaper Market by Distribution Channel; 2024



Distribution Channel	Share (2024)
Offline	xx%
Online	xx%

Baby Diaper Market: Global Analysis

Baby Diaper Market by Region; 2024



North America, xx%

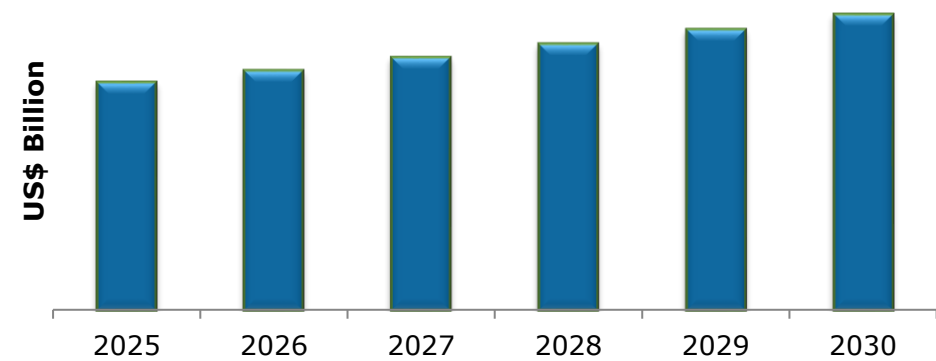
Europe, xx%

Asia Pacific, xx%

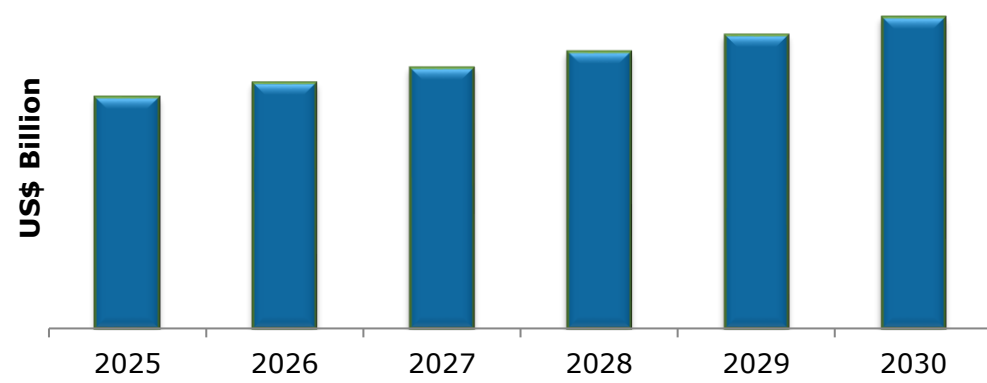
Rest of the World, xx%

Baby Diaper Market: Product Type Analysis

Global Disposable Baby Diaper Market by Value



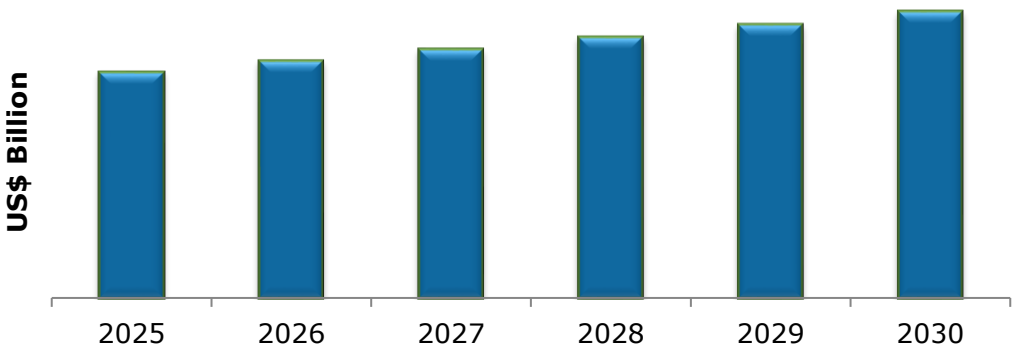
Global Training Nappies Market by Value



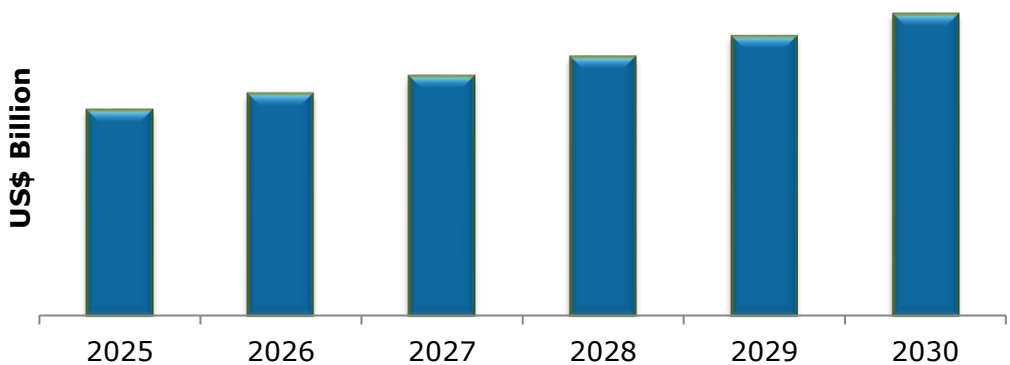
Product Type	Share (2025-2030)
Disposable Diaper	xx%
Training Nappies	xx%
Cloth Diaper	xx%
Others	xx%

Baby Diaper Market: Distribution Channel Analysis

Global Offline Baby Diaper Market by Value



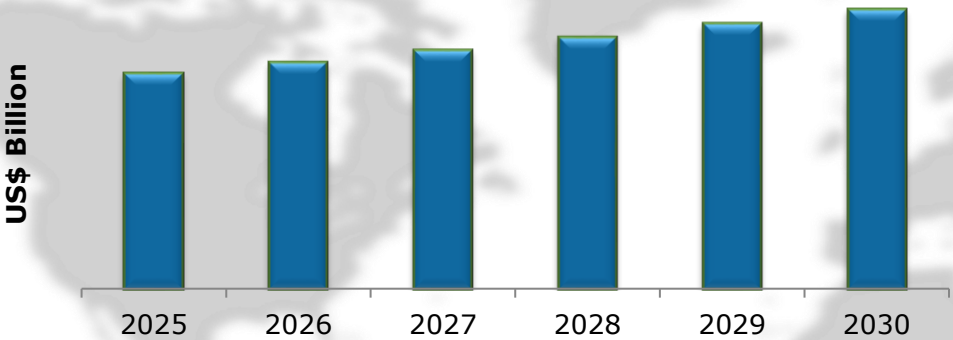
Global Online Baby Diaper Market by Value



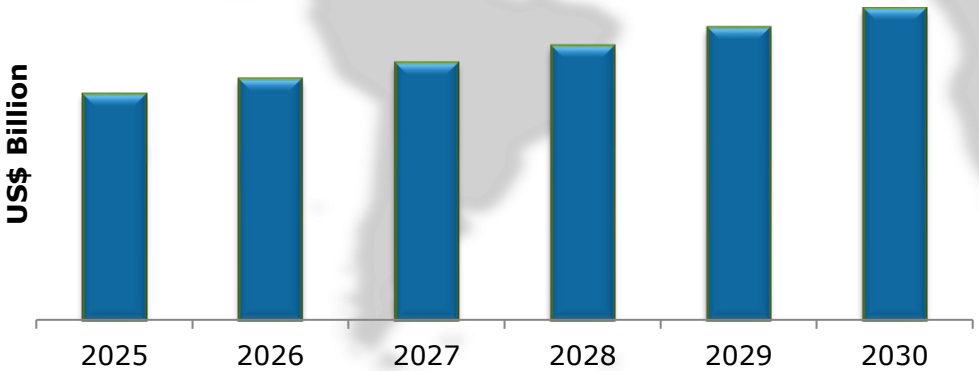
Distribution Channel	CAGR (2025-2030)
Offline	xx%
Online	xx%

Baby Diaper Market: Regional Analysis

North America Baby Diaper Market by Value



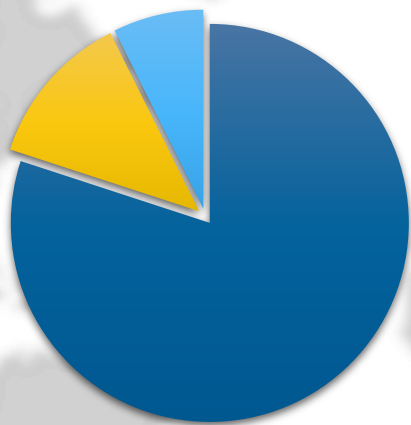
Asia Pacific Baby Diaper Market by Value



Region	CAGR (2025-2030)
North America	xx%
Europe	xx%
Asia Pacific	xx%
Rest of the World	xx%

North America Baby Diaper Market: An Analysis

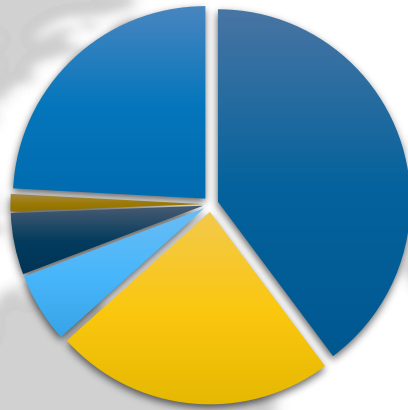
North America Baby Diaper Market by Region; 2024



Region	Share (2024)	CAGR (2025-2030)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

Asia Pacific Baby Diaper Market: An Analysis

Asia Pacific Baby Diaper Market by Region; 2024



Region	Share (2024)	CAGR (2025-2030)
China	xx%	xx%
Japan	xx%	xx%
India	xx%	xx%
Indonesia	xx%	xx%
Australia	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Europe Baby Diaper Market: An Analysis

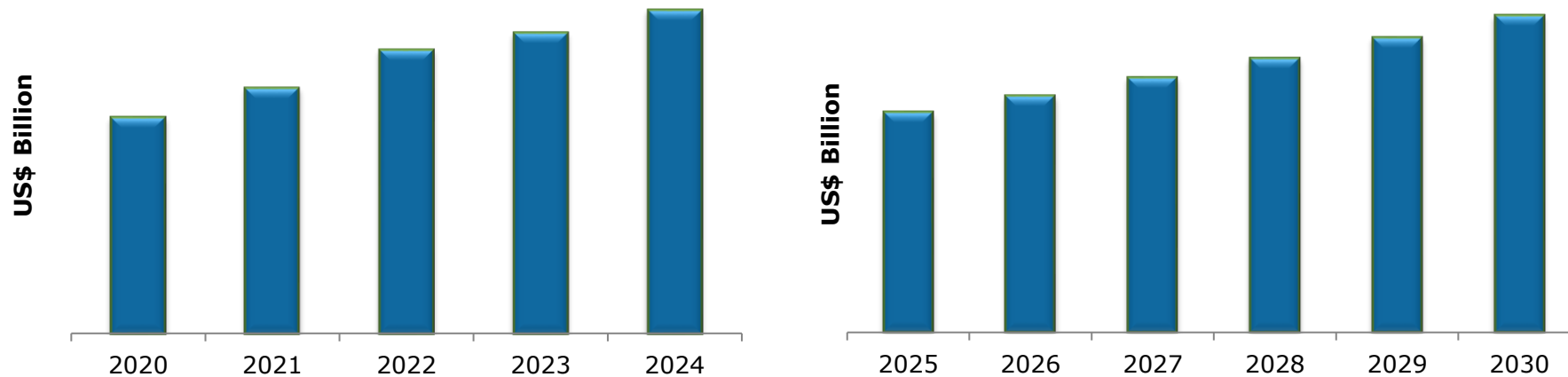
Europe Baby Diaper Market by Region; 2024



Region	Share (2024)	CAGR (2025-2030)
Germany	xx%	xx%
UK	xx%	xx%
France	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

Adult Diaper Market: Global Analysis

Global Adult Diaper Market by Value

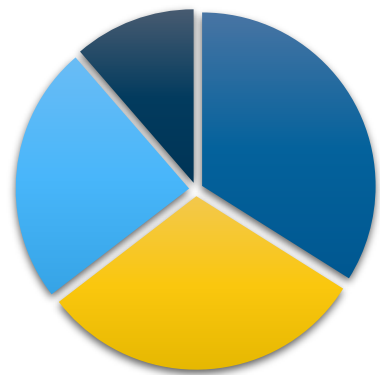


CAGR	
2025-2030	xx%

Global adult diaper market was valued at US\$... billion in 2024 and is anticipated to reach up to US\$... billion by 2030 from US\$... billion in 2025, with a CAGR of xx%.

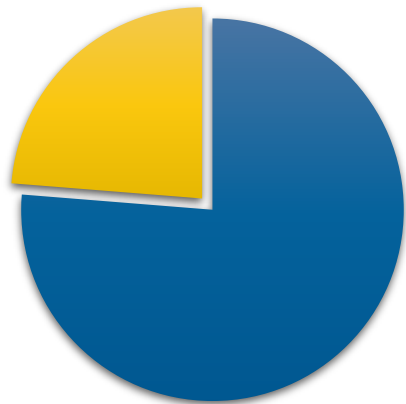
Adult Diaper Market: Global Analysis

Global Adult Diaper Market by Product Type; 2024



Product Type	Share (2024)
Pant Type	xx%
Pad Type	xx%
Tape Type	xx%
Others	xx%

Global Adult Diaper Market by Distribution Channel; 2024



Distribution Channel	Share (2024)
Offline	xx%
Online	xx%

Adult Diaper Market: Global Analysis

Adult Diaper Market by Region; 2024



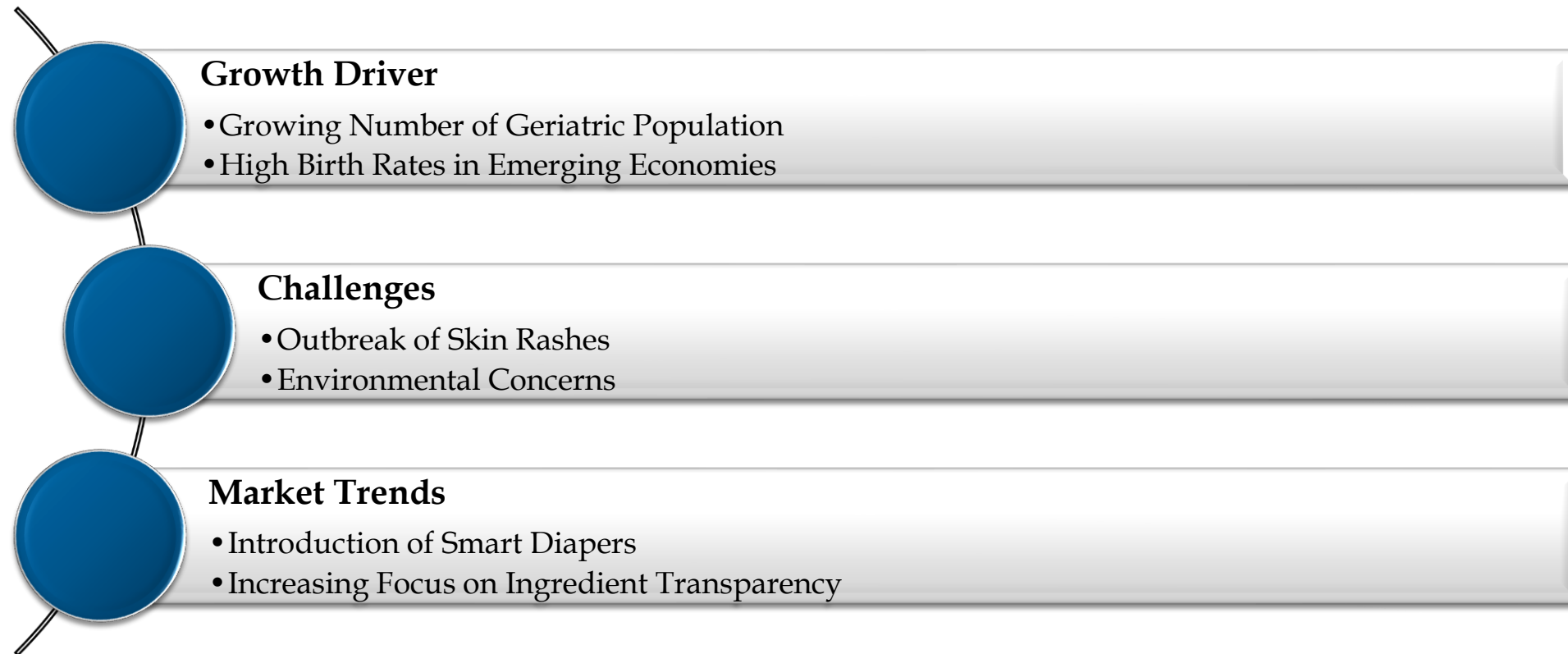
North America, xx%

Europe, xx%

Asia Pacific, xx%

Rest of the World, xx%

Global Diaper Market: Dynamics

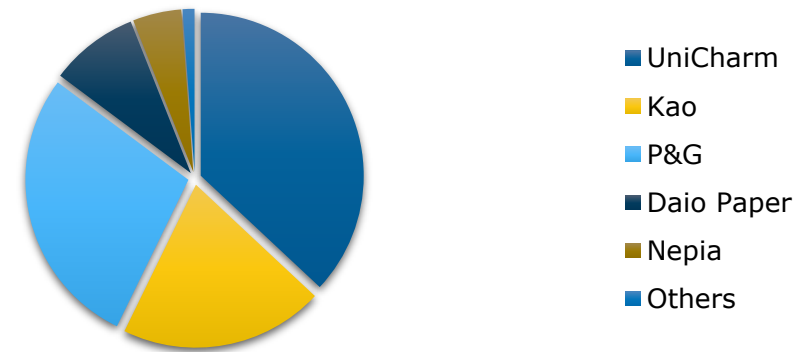


Global Diaper Market: Competitive Landscape

Players Profiled

- ☐ The Procter & Gamble Company
- ☐ Johnson & Johnson Inc.
- ☐ Unicharm Corporation
- ☐ Kimberly-Clark Corporation
- ☐ Essity Aktiebolag
- ☐ Ontex Group
- ☐ Kao Corporation
- ☐ Hengan International Group Company Ltd
- ☐ Nobel Hygiene
- ☐ Drylock Technologies NV
- ☐ Bumkins

Japan Baby Diaper Players by Market Share; 2024



Japan Adult Diaper Players by Market Share; 2024

