

Global Diaper (Adult and Baby Diaper) Market: Analysis By Product Type, By Distribution Channel, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026

May 2022



# Global Diaper Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact of COVID

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 Impact of COVID-19 and Forecast up to 2026
Coverage	Global and Regional
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2026
Competition in the Market	Fragmented
Key Players	The Procter & Gamble Company, Johnson & Johnson Inc., Unicharm Corporation, Kimberly-Clark Corporation, Essity Aktiebolag, Ontex Group, Hengan International Group Company Ltd, Nobel Hygiene, 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 in 2021 was valued at US\$83.85 billion, and is likely to reach US\$127.54 billion by 2026, growing at a CAGR of 8.75% during the forecast period of 2022-2026.

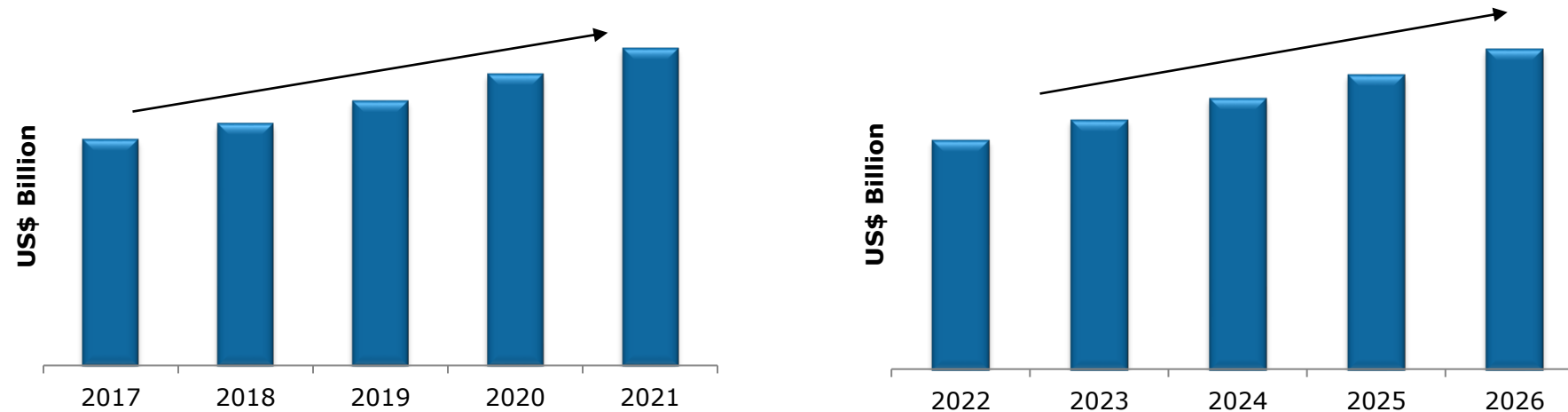
The diaper market can be segmented into baby diapers, and adult diapers. Further, baby diaper market can be categorized on the basis of product type (disposable diaper, training nappies, cloth diapers, and others), and distribution channel (offline and online). Similarly, adult diaper market is segmented on the basis of product type (pant type diapers, pad type diapers, tape type diapers, and others), and distribution channel (offline and online). On the basis of product type, disposable diaper segment holds more than half of the share in baby diaper market in 2021, while tape type adult diaper segment is the fastest growing segment with a CAGR of more than 14% during forecast period, due to the rapid advancement in the tape type adult diaper.

The COVID-19 pandemic had a mixed impact on the global diaper market. As a result of the pandemic, an increase in demand for diaper was observed especially in baby diaper market. The impact of prolonged lockdown had created a sudden gap in supply and demand of the diaper industry. The COVID-19 created awareness about eco-friendly products and usage of adult diaper was redefined. In the coming years, the market is predicted to grow at a faster rate and recover to the pre-COVID marks. With the increased understanding of the benefits of adult diapers, large number of private companies involvement in adult diaper industry, and changes in marketing techniques has been observed in the industry.

The global diaper market has increased during the years 2020-2021 and projections are made that the market would rise in the next four years i.e. 2022-2026. The increase in the number of working women provides a chance for countries to expand their workforce and achieve greater economic growth, as a result the disposable income will increase, thereby propelling the diaper market growth. Further, the global diaper market is supported by various growth drivers, such as aging population, increase in urban population, delayed toilet training of children in developed countries, etc. in recent years, yet the market faces some challenges such as, skin rashes, etc.

# Diaper Market: Global Analysis

## Global Diaper Market by Value

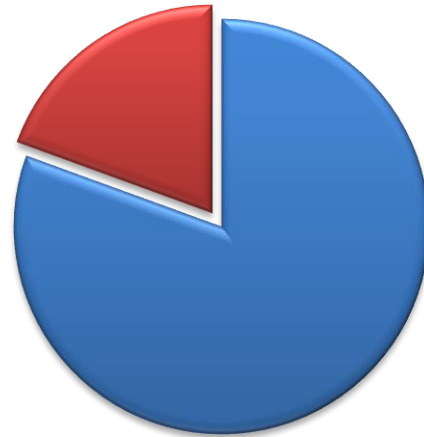


CAGRs	
2017-2021	xx%
2022-2026	xx%

The Global diaper market valued at US\$... billion in 2021, increased as compared to US\$... billion in 2020. The market grew at a CAGR of ...%, during 2017-2021. Global Diaper Market is anticipated to reach up to US\$... billion by 2026, at a CAGR of ...%, from US\$... billion in 2022.

# Diaper Market: Global Analysis

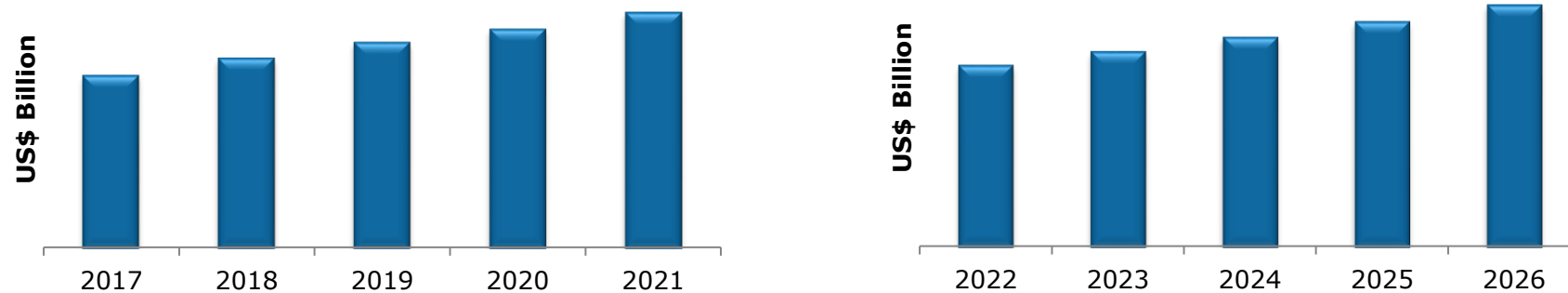
**Global Diaper Market by Segment; 2021**



Product Type	Share
Baby Diaper	xx%
Adult Diapers	xx%

# Baby Diaper Market: Global Analysis

## Global Baby Diaper Market by Value

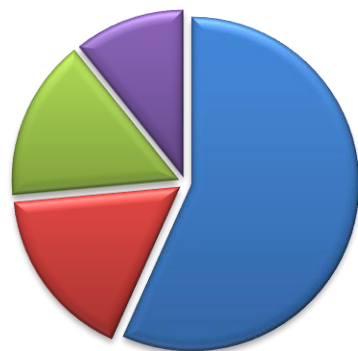


CAGRs	
2017-2021	xx%
2022-2026	xx%

The global baby diaper market valued at US\$... billion in 2021, increased as compared to US\$... billion in 2020. The market grew at a CAGR of ...%, during 2017-2021. Global baby diaper market is anticipated to reach up to US\$... billion by 2026, at a CAGR of ...%, from US\$... billion in 2022.

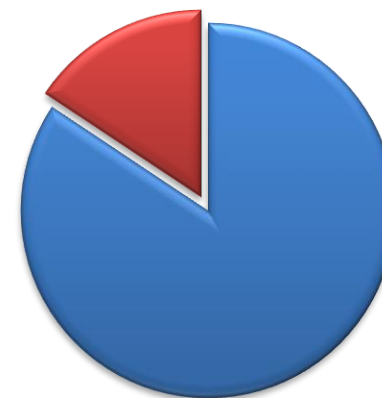
# Baby Diaper Market: Global Analysis

## Global Baby Diaper Market by Product Type; 2021



Product Type	Share
Disposable Diaper	xx%
Training Nappies	xx%
Cloth Diaper	xx%
Others	xx%

## Global Baby Diaper Market by Distribution Channel; 2021



Distribution Channel	Share
Offline	xx%
Online	xx%

# Baby Diaper Market: Global Analysis

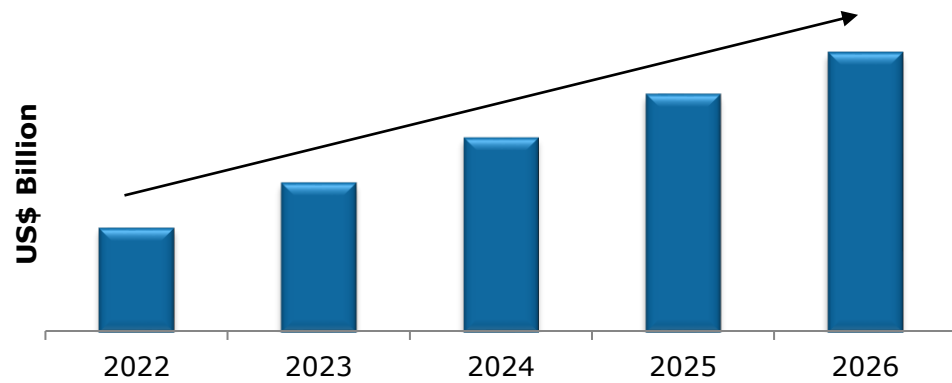
## Global Baby Diaper Market by Region; 2021



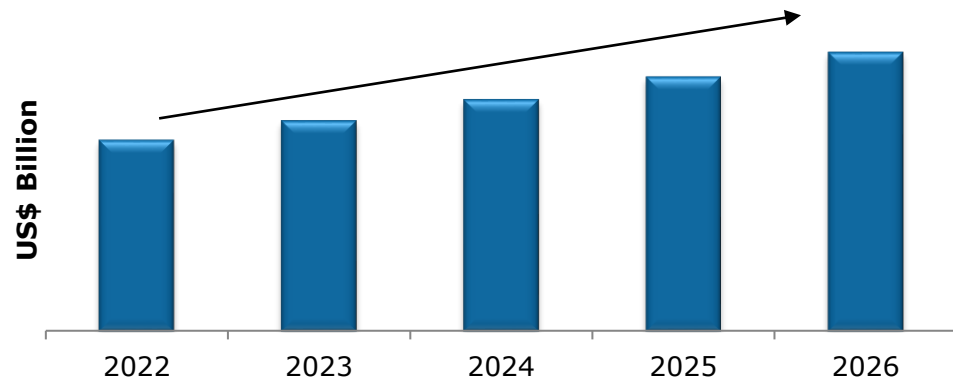
Region	Share
North America	xx%
Latin America & Middle East Africa	xx%
Asia Pacific	xx%
Europe	xx%

# Global Baby Diaper Market: Product Type Analysis

Global Disposable Baby Diaper Market by Value



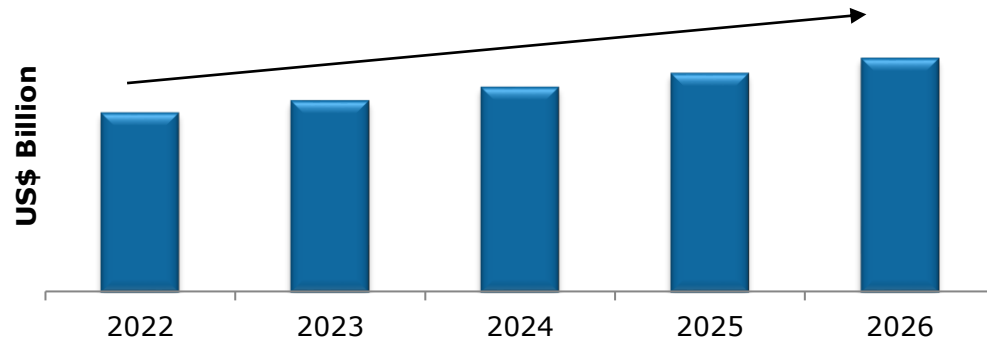
Global Training Nappies Market by Value



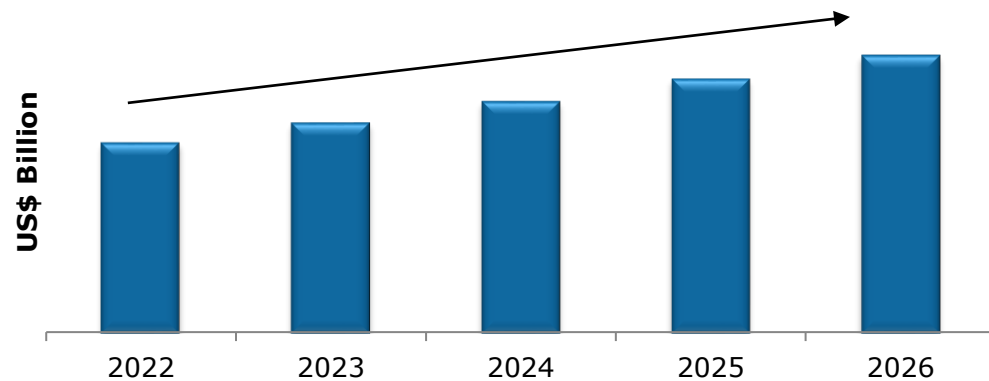
Product Type	CAGR (2017-2021)	CAGR (2022-2026)
Disposable Diaper	(2017-2021)	(2022-2026)
Training Nappies	xx%	xx%
Cloth Diaper	xx%	xx%
Others	xx%	xx%

# Global Baby Diaper Market: Distribution Channels Analysis

## Global Offline Baby Diaper Market by Value



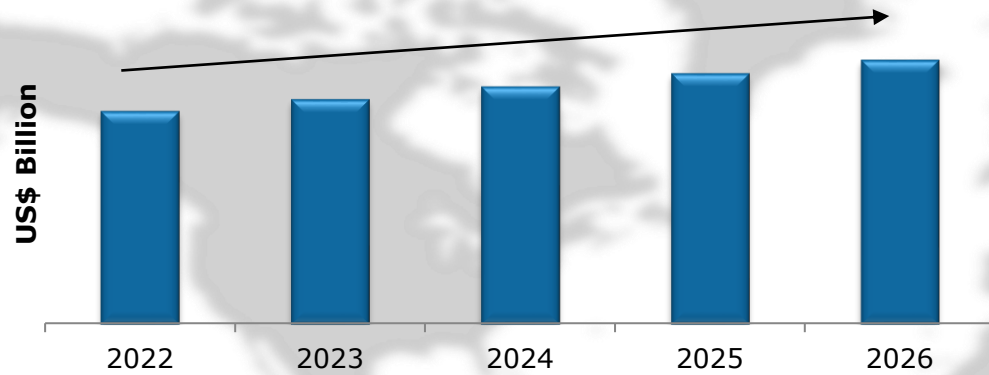
## Global Online Baby Diaper Market by Value



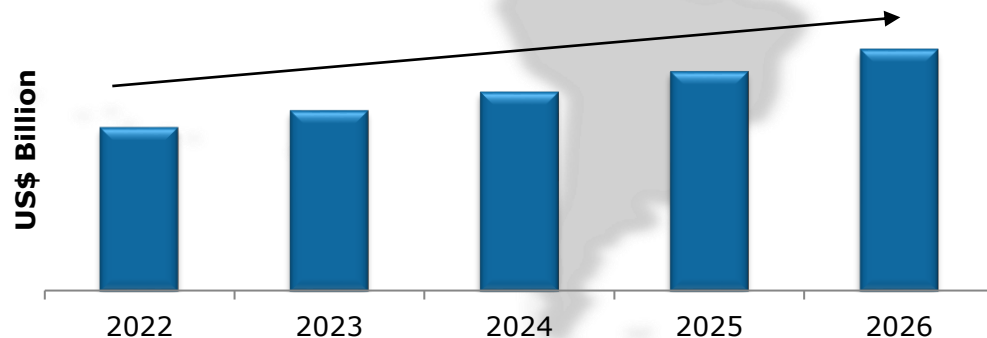
End Users	CAGR	
	(2017-2021)	(2022-2026)
Offline	xx%	xx%
Online	xx%	xx%

# Baby Diaper Market: Regional Analysis

North America Baby Diaper Market by Value



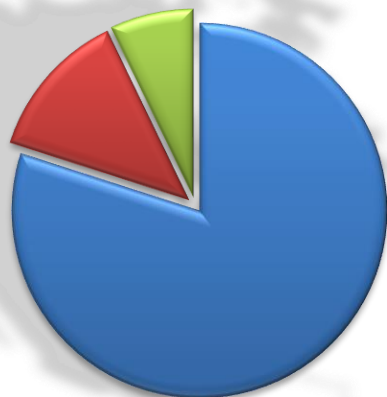
Latin America & Middle East Africa Baby Diaper Market by Value



Region	CAGR	
	2017-2021	2022-2026
North America	xx%	xx%
Latin America & Middle East Africa	xx%	xx%
Asia Pacific	xx%	xx%
Europe	xx%	xx%
North America	xx%	xx%

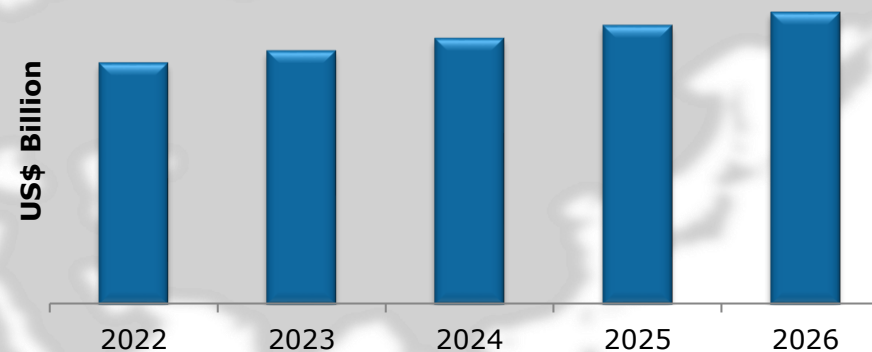
# North America Baby Diaper Market: Analysis

North America Baby Diaper Market by Region; 2021



Region	Share
The US	xx%
Mexico	xx%
Canada	xx%

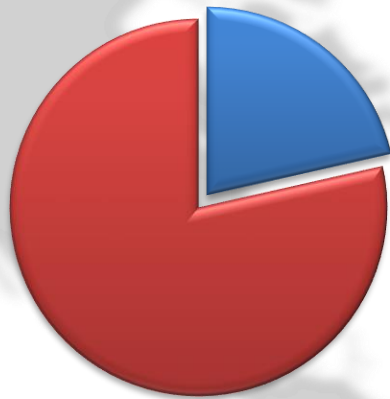
The US Baby Diaper Market by Value



Region	CAGR	
	(2017-2021)	2022-2026
The US	xx%	xx%
Mexico	xx%	xx%
Canada	xx%	xx%

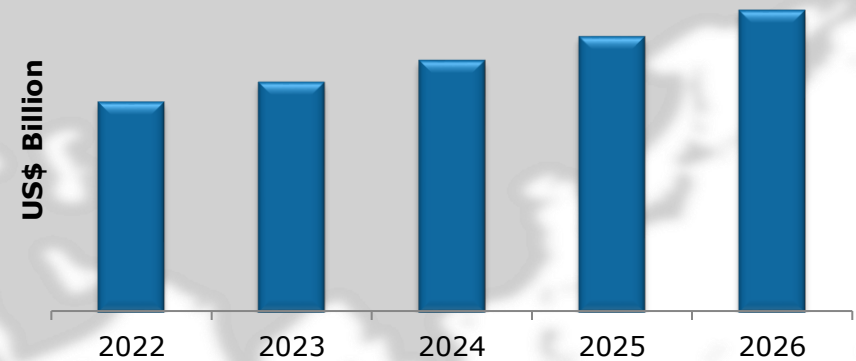
# Latin America & Middle East Africa Baby Diaper Market: Analysis

Latin America & Middle East Africa Baby Diaper Market by Region; 2021



Region	Share
Brazil	xx%
Rest of Latin America & Middle East Africa	xx%

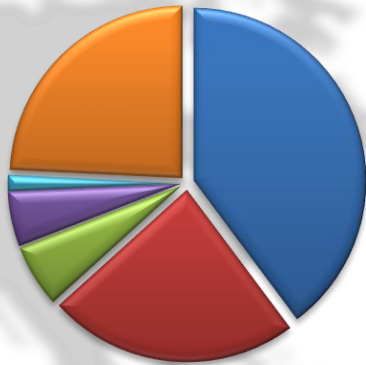
Brazil Baby Diaper Market by Value



Region	CAGR	
	(2017-2021)	2022-2026
Brazil	xx%	xx%

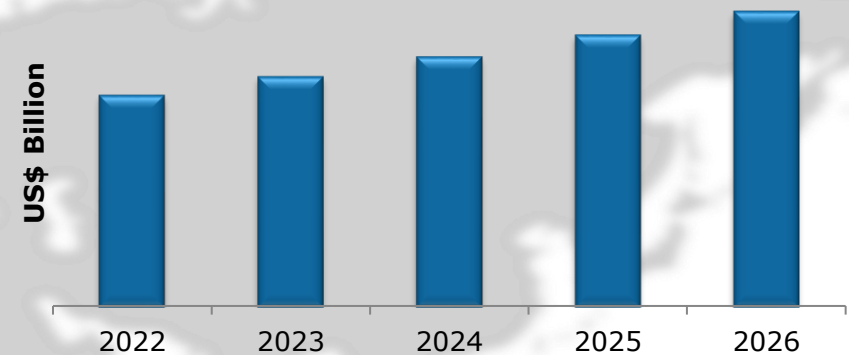
# Asia Pacific Baby Diaper Market: Analysis

Asia Pacific Baby Diaper Market by Region; 2021



Region	Share
China	xx%
India	xx%
Indonesia	xx%
Japan	xx%
Australia	xx%
Rest of Asia Pacific	xx%

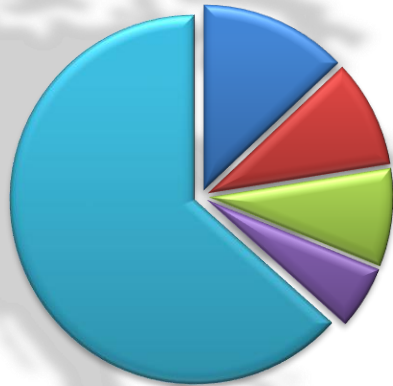
China Baby Diaper Market by Value



Region	CAGR	
	(2017-2021)	2022-2026
China	xx%	xx%
India	xx%	xx%
Indonesia	xx%	xx%
Japan	xx%	xx%
Australia	xx%	xx%

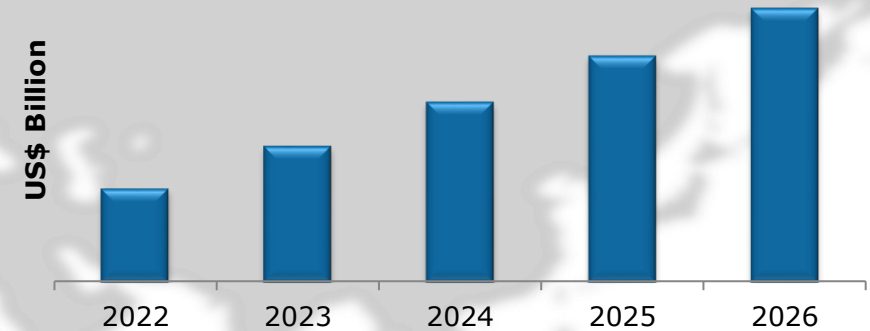
# Europe Baby Diaper Market: Analysis

Europe Baby Diaper Market by Region; 2021



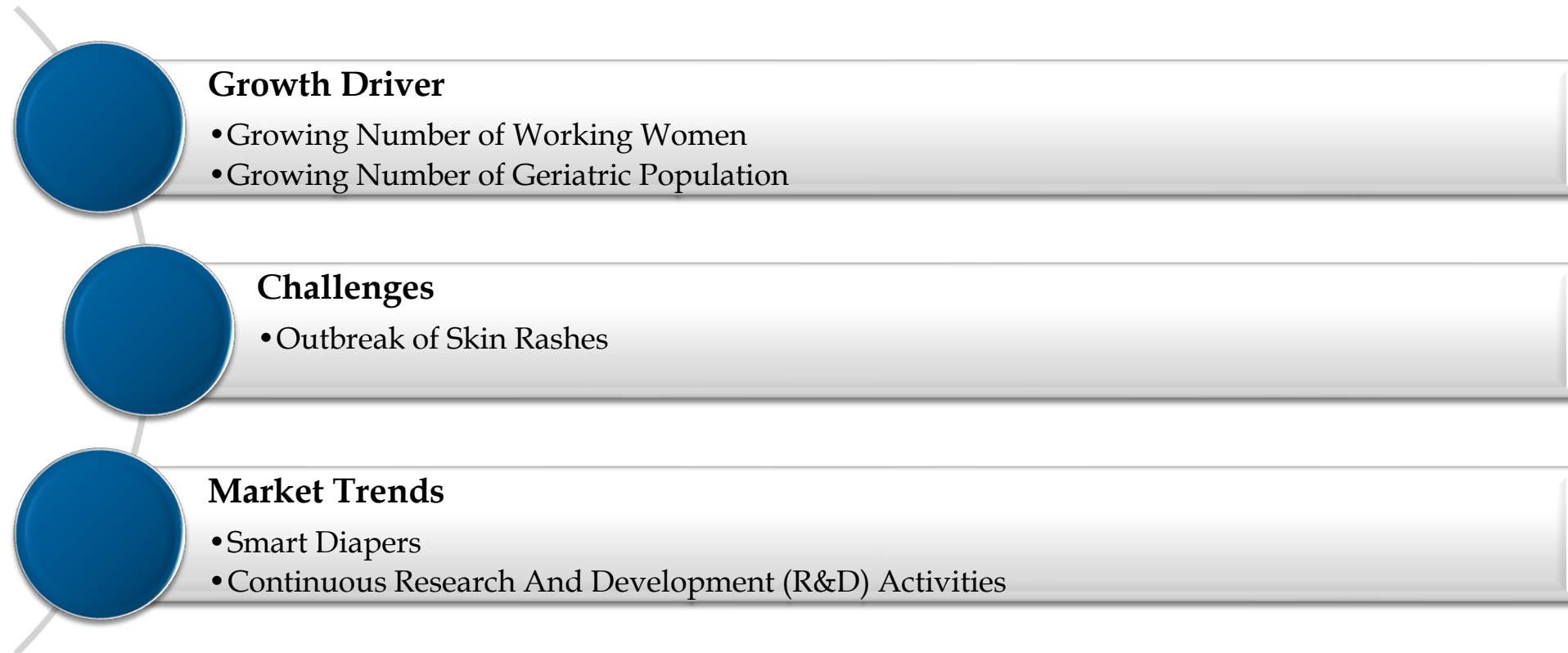
Region	Share
UK	xx%
Germany	xx%
France	xx%
Spain	xx%
Rest of Europe	xx%

UK Baby Diaper Market by Value



Region	CAGR	
	(2017-2021)	2022-2026
UK	xx%	xx%
Germany	xx%	xx%
France	xx%	xx%
Spain	xx%	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
- Hengan International Group Company Ltd
- Nobel Hygiene
- Bumkins

Japan Baby Diaper Market by Market Share; 2021

