

Diapers Market 2016 India Trends, Market Share, Industry Size, Growth, Opportunities, and Forecast to 2021

Diapers India Market Segmentation and Major Players Analysis and Forecast to 2021

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/EINPresswire.com/ -- In India, of late, hygiene industry is experiencing an unprecedented growth as hygiene products are being adopted into the lifestyle of the masses. With the increased awareness and increasing purchasing power, customers are fast shifting from cloth nappies to baby [diapers](#). Consumers today are looking for baby diapering solutions that go beyond the basic benefits of dryness and go the extra mile to incorporate value-adding features such as softness and caring for their baby's delicate skin. Indians give birth to around 27 million babies each year, yet the penetration rate of baby diapers remains at less than two percent.

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According to "India Diaper Market Outlook, 2021", India's diaper market was growing with a CAGR of 22.23% over past five years. In 2014, the market for baby diapers in urban India grew with a CAGR of 19.99% whereas in rural India the growth was much higher than urban. On the basis of age, the report categorizes the India diaper market into baby diapers and adult diapers. Baby diapers constitute the leading category in the market. During the forecast horizon, adult diapers market is expected to grow significantly due to the increasing healthcare standards in the country. However, social and economic constraints of using adult diapers are hampering the market growth.

P&G's Pampers dominates the overall diaper industry, followed by Huggies and Mamy Poko. P&G's lack of innovation and focus on higher margins amid aggressive strategies adopted by its competitors to increase their market share is expected to decrease brand's market share in



future. Japanese firm Unicharm, which sells Mamy Poko diapers, overtook Kimberly Clark in baby diaper segment nearly two years ago. In baby diaper segment, Pampers, Mamy Poko and Huggies constitute more than 85% of the market by value whereas in adult diaper segment, Nobel Hygiene and Actifit dominate the industry heavily.

Diapers are broadly categorized into two types i.e. disposable diapers and cloth diapers. Disposable diapers constitute the largest market share and are seeing increasing investments by manufacturers in their research and development. In the last few years modern cloth diapers have become a fast moving trend worldwide for families looking for a natural modern way to diaper their babies. Sales of cloth diapers were 140 lakh units in 2014 and are expected to climb up in the forecast period, owing to environmental benefits. Other type of diapers includes swim pants and training pants which has a marginal market share in India.

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