

Diaper Market - India Industry Analysis, Size, Share, Growth, Trends and Forecast 2017 – 2022

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PUNE, INDIA, October 5, 2017 /EINPresswire.com/ -- [India Diaper Industry](#)

Latest Report on Diaper Market India Analysis & 2022 Forecast Research Study

In India, the middle class is expanding and the public health consciousness is continuously strengthening. This in turn is helping the country to achieve a relatively higher level of sanitation awareness and thus the hygiene products sales have shown an explosive growth in recent years. The market for wipes, baby diapers, sanitary napkins, adult diapers etc. all are growing rapidly. With the increased awareness and increasing purchasing power, customers are fast shifting from traditional cloth nappies to baby diapers. The change in preference towards baby diapers is also because more and more consumers are realizing the health benefits like cognitive and physical development due to overnight sleep. Indians give birth to more than 25 million babies each year, yet the penetration rate of baby diapers remains very less.

According to “India Diaper Market Outlook, 2022”, diaper industry has mainly two segments, one is baby diaper segment and the other is adult diaper segment. Baby diapers are the most widely used products whereas adult diapers still hold less than 10% market revenues in the overall diaper industry of India. The baby diaper market is highly consolidated with majority of market being controlled by top three players. P&G dominates the overall diaper industry, followed by Unicharm India and Kimberly-Clark. Aggressive strategies adopted by Unicharm India to increase its market share had resulted in Kimberly-Clark's loss in last few years. The company is now challenging the leadership position as P&G's lack of innovation and focus on higher margins is expected to decrease its market share in future. The market for baby diapers in rural India is registering much higher compounded annual growth rate than urban India. This is a clear indication that consumers are choosing to buy branded good quality diapers for their babies.

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Baby diaper segment is broadly categorized into four types' viz. disposable diaper, modern cloth diaper, swim pants and training nappies. Disposable diapers constitute the largest market share and are seeing increasing investments by multinationals in the domestic market. In the last few years, modern cloth diapers have also become a fast moving trend for families looking for a natural modern way to diaper their babies. Swim pants and training pants have a marginal market share in India. Incontinence is a common condition that can sometimes be cured by medication or surgery. However for those who are unwilling to undergo intrusive procedures, the option of adult incontinence products remains. 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 may hamper the market growth.

Key Segments

- Baby Diaper
 - o Disposable Diaper Market
 - o Modern Cloth Diaper Market
 - o Swim Pants Market
 - o Training Pants Market
- Adult Diaper

“India Diaper Market Outlook, 2022” discusses the following aspects of diapers in India:

The report gives an in-depth understanding of diaper market in India:

- Global Diaper Market Outlook
- Global Diaper Market Size By Value & Forecast
- Global Diaper Market Segmental Analysis: By Segment
- Global Baby Diaper Market Size By Value & Forecast
- Global Modern Cloth Diaper Market Size By Value & Forecast
- Global Disposable Diaper Market Size By Value & Forecast
- Global Swim Pants Market Size By Value & Forecast
- Global Training Pants Market Size By Value & Forecast
- North America Baby Diaper Market Size By Value & Forecast
- Latin America Baby Diaper Market Size By Value & Forecast
- Asia-Pacific Baby Diaper Market Size By Value & Forecast
- Europe Baby Diaper Market Size By Value & Forecast
- Global Baby Diaper Market Segmental Analysis: By Company, By Region, By Type
- Global Adult Diaper Market Size By Value & Forecast
- Global Adult Diaper Market Segmental Analysis: By Company
- India Diaper Market Outlook
- India Diaper Market Size By Value & Forecast
- India Diaper Market Segmental Analysis: By Company, By Segment
- India Baby Diaper Market Size By Value & Forecast
- India Modern Cloth Diaper Market Size By Value & Forecast
- India Disposable Diaper Market Size By Value & Forecast
- India Urban Baby Diaper Market Size By Value & Forecast
- India Rural Baby Diaper Market Size By Value & Forecast
- India Modern Cloth Diaper Market Size By Volume & Forecast
- India Disposable Diaper Market Size By Volume & Forecast
- India Baby Diaper Market Segmental Analysis: By Brand, By Type
- India Adult Diaper Market Size By Value & Forecast
- India Adult Diaper Market Size By Volume & Forecast
- India Adult Diaper Market Segmental Analysis: By Company
- Pricing Analysis, Pack-size Analysis
- The key vendors in this market space
- Competitive Landscape & Strategic Recommendations

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with various channel partners of diaper in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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