

Hygiene Breathable Films Market Predicted to Accelerate the Growth by 2029

Hygiene Breathable Films Market to Exceed Valuation of US\$ 1.2 Bn with CAGR of 6.1% by 2029

WILMINGTON, DELAWARE , USA, July 21, 2022 /EINPresswire.com/ -- Transparency Market Research delivers key insights for the [hygiene breathable films market](#) in its published report, which include global industry analysis, size, share, growth, trends, and forecast period of 2019–2029. In terms of revenue, the global hygiene breathable films market is projected to grow at a CAGR of 6.1% during the forecast period, owing to several factors about which, TMR offers detailed insights and forecasts in the hygiene breathable films market report.



A hygiene breathable film is a layer of film on the surface of a sanitary pad or a diaper, which is water and gas vapor permeable but are resistant toward any liquid. Breathable films are flexible used as back sheets for sanitary pads, diapers, under-pad, and other incontinence products. The TMR team segmented the analysis of the hygiene breathable films market based on application, material type, product type, thickness, and region. In terms of product type, the microporous segment is estimated to account for a substantial share of the of the global hygiene breathable films market.

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Pharmaceutical Industry Witnessing Increase in Demand for Microporous Hygiene Breathable Films

Diapers are commonly made with porous hygiene breathable films. Porous breathable films limit carbon dioxide accumulation, while retaining moisture. Surgical clothing is another application where hygiene breathable films are often employed. In emerging countries such as China, India, and other Asia Pacific countries, there is a demand for world-class amenities in hospitals and medical institutions. Surgical gowns, patient gowns, gloves, and operation sheets are only a few products that require breathable films. The use of breathable films in personal hygiene, which helps with hearing and wrinkles, is on the rise.

The presence of billions of micro pores in a water barrier microporous breathable films is a common feature, and countless of these micro pores are connected. As pores are smaller than a drop of water, water droplets such as rain are unable to pass unless extreme pressure is applied. For instance, a Japan-based manufacturer of textiles, chemicals, and fibers named Toray Industries has developed a microporous polylactic acid (PLA) film. The company effectively substituted conventional polyethylene films with the microporous PLA films or biomass-based biodegradable polymer made from vegetable starch.

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Rising Consumer Preference for Indulgence Products, Diapers Drives Hygiene Breathable Films Market

The usage of hygiene products is significantly increasing, especially in prominent countries. Across the globe, in countries such as Canada, the U.S., and Japan, the adoption of hygiene products are comparatively high. Almost half of products accounts for baby diapers. As developing countries have high awareness about health and cleanliness, manufacturers prefer to use breathable films to provide premium hygiene products with superior comfort, absorbency, and breathability. Breathable films are included in diapers back sheets.

Stretched polyolefin hygiene breathable films offer better water vapor transmission, making diapers more comfortable to use. The relative humidity and temperature with diapers or other hygienic products such as sanitary pads and adult diapers can be reduced using laminates of breathable films and nonwoven webs.

The global hygiene breathable films market is anticipated to grow due to the high birth rate in developing countries. Furthermore, the ageing population in developed countries such as Italy, Greece, Japan, and the U.S. is projected to drive the incontinence hygiene products segment, resulting in increased demand for hygiene breathable films.

Moreover, Asia Pacific is expected to witness lucrative market growth opportunities, as the region is currently experiencing a baby boom coupled with the rising per capita income and growing awareness for health & hygiene. Consumers in the region are increasingly referring to

premium diapers for use.

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Manufacturers of Biodegradable Breathable Films Leverage High Demand for Sanitary Napkins

Key players in the market are focusing on developing biodegradable and compostable hygiene breathable films for diapers. Film manufacturers also witness lucrative growth opportunities in the sanitary napkins segment. The sanitary napkin market in developed regions such as Europe and North America has been aided by variation and advancements in product design. On the other hand, in developing countries, aggressive marketing, rising educational levels, and several governments and non-governmental programs to raise knowledge about the benefits of utilizing hygiene products are helping to raise awareness. This has led to an increased demand for sanitary napkins, this driving the hygiene breathable films in developing regions.

As traditional sanitary napkins have a negative influence on the environment when disposed of in landfills, manufacturers are likely to make biodegradable and compostable sanitary napkins. Research shows that around 35% of women in India use sanitary napkins, commercially or locally produced and the rest of the women do not use sanitary napkins. Countries, including Thailand, Indonesia, and China have achieved over 50% penetration in the hygiene breathable films market. As people's purchasing power is expanding, along with their knowledge of personal cleanliness, there are enormous chances for companies to expand into the Asian Pacific market.

Hygiene Breathable Films Market: Competition Landscape

The global hygiene breathable films market is projected to witness strong competition among key players. This market includes few well-established market participants. Along with this, several other local and small-scale manufacturers are also entering into hygiene breathable films market attributing to significant revenue creation with the rising demand of hygiene breathable films.

Some of the key players operating in the global hygiene breathable films market are Nitto Denko Corporation, Berry Global, Inc., RKW Group, Trioplast Group, GCR Group, PT Asia Pacific Fortuna Sari, Napco National Paper Products Company Ltd, Fatra A.S, Schweitzer-Mauduit International, Inc., Kimberly-Clark Corporation, Skymark Packaging International, Mitsui Chemicals, Inc., Bio Packaging Films, LLC, Quanzhou Niso Industry Co.,Ltd., and American Polyfilm, INC., among others.

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The tier structure is formulated on the basis of segmental revenue and market share of the company. As per the tier structure, Trioplast Group and RKW Group are tier 1 players in the hygiene breathable films market. These companies are adopting key strategies such as business expansion, acquisition, and product launch to strengthen their position in the hygiene breathable films market. Moreover, tier 2 players are Schweitzer Mauduit International, Inc., Berry Global, Inc., and Kimberly-Clark Corporation.

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Rohit Bhisey

TMR

+1 415-520-1050

[email us here](#)

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