

Baby Diapers Market is estimated to surge at a CAGR of 5.3% to reach US\$ 80,994.0 Million by the end of 2030

Rise in working women population creates an opportunity for countries to increase the size of their workforce and achieve additional economic growth.

PORTLAND, OREGON, UNITED STATES, February 10, 2023 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Baby Diapers Market](#)" by Product Type, Size, Age Group, and Distribution Channel: Opportunity Analysis and Industry Forecast, 2021-2030,"



The global baby diapers market was valued at \$48,913.4 million in 2020, and is projected to reach \$80,994.0 million by 2030, registering a CAGR of 5.3%. Baby diaper is one of the most emerging markets among the baby care products owing to increase in health awareness among the customers.

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Moreover, increase in penetration of various online portals in developing regions and rise in number of offers or discounts, attracts the consumer to purchase baby diaper through online channels. In addition, online sales channel has increased the consumer reach, owing to which it has evolved as a key source of revenue for many companies. Furthermore, the online sales market is expected to expand in the near future due to rapid growth in online and mobile user customer bases in emerging markets. Increase in online sales, improvements in logistics services, ease in payment options, and the facility to enter in new international markets for major brands further boost the growth of the baby diaper market.

Global per capita income has witnessed a strong growth rate over the past few years, particularly in the emerging economies. Increase in urbanization, growth of the middle class consumers, and

surge in rates of female participation in the labor force in many developing and developed markets has encouraged the adoption of convenience-oriented lifestyles, making baby diaper products more desirable. According to estimates, the per capita income in the next decade is expected to increase at a significant rate in the developing countries relative to developed countries. This has significant implications for growth of the baby diaper market. However, baby diaper create a great amount of environmental waste. Moreover, disposable diaper seem more efficient as compared to cloth diapers but their environment impact is devastating.

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They form a sizeable portion of non-recyclable landfill waste and contains many harmful chemicals that are dispersed in the environment. Apart from the volume of waste, they also contain harmful substances like tributyltin (TBT), dioxins, adhesives, synthetic dyes, perfumes, sodium polyacrylate, and volatile organic compounds (VOCs) such as xylene, ethyl benzene, toluene and dipentene. Hence, rising environmental issues owing to use of baby diaper restricts the growth of the baby diaper market. With the sudden outbreak of COVID-19 pandemic, majority of the countries had imposed lockdowns, and curfews which has hugely impacted lifestyles, health & wellbeing, and also affected the manufacturing industries, thereby affecting the growth of baby diapers market industry to some extent. Innovation in the disposable diapers is the development of smart diapers. There is a small patch fixed in front of the diaper, which consists of four small, colored squares and this reacts differently when they come in contact with certain proteins, bacteria or water content. The advantage of this smart diapers is very less frequency of diaper change is needed which helps in relieving the tension of parents. Moreover, manufactures have also made an application that alerts parents when their baby wets the diaper. A sensor is inserted in the baby's diaper which senses humidity and notifies the parent with the help of smartphone application. Furthermore, rising advanced baby diaper designs have produced improvements in environmental impact as leading producers are introducing thinner diapers, less packaging and great efficiency during all stages of product development and distribution. Thus, increase in development of smart diapers along with advanced baby diaper designs is further augmenting the growth of the baby diapers market.

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Key findings of the study

By product type, the disposal diapers segment dominated the global market in 2019, and is expected to retain its dominance throughout the forecast period.

Based on size, the medium (M) segment accounted for highest share in the baby diapers market growth in 2019, and is projected to grow at a CAGR of 4.4% from 2021 to 2030.

Based on age group, the babies & young toddlers (6 to 18 Months) segment led the global baby diapers market demand in 2020, and is expected to retain its dominance throughout the forecast period.

Based on distribution channel, the hypermarket/supermarket segment dominated the global market in 2019, and is expected to retain its dominance throughout the forecast period.

By region, North America accounted for highest baby diapers market share in 2019, and is expected to grow at a CAGR of 5.0%

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