

Adult Diapers Market Size Forecasted to Grow at 8.2% CAGR, Reaching USD 38.2 Billion by 2032

the offline channel segment is estimated to witness significant growth, registering a CAGR of 8.0% during the adult diapers market analysis

PORTLAND, OREGON, UNITED STATES, September 29, 2023 / EINPresswire.com/ -- The [adult diapers market](#) size was valued at \$17.6 billion in 2022, and is estimated to reach \$38.2 billion by 2032, growing at a CAGR of 8.2% from 2023 to 2032.



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Adult diapers are intended for people with incontinence, which is defined as uncontrollable urine spilling, and other conditions of a similar kind. The user's movement level should be considered when selecting an adult nappy. For those who are busy and predictable in their daily needs, pants-style diapers work well. They can simply crouch down to place the nappy around their waist and up their legs. If a customer has problems moving around or is bedridden, use tape-style diapers. Customers do not have to stoop over and lift their nappies with them. They are simple to put on while lying on the bed, with or without assistance, and they are simple to discard, hence creating the adult diapers market demand across the globe.

However, when an aged person has major medical conditions like incontinence, chronic diarrhea, or dementia, the use of adult diapers has increased. One of the adult diapers market trends is branded adult diapers that have high-efficiency features and standards, which raises consumer interest in the product. Conversely, branded products have higher price tags. Private label producers use the pricing criterion to sell their products at a similarly lower price with similar features to those of branded goods. Because of this, the availability of private labelled products hampers the increase of overall value sales for branded adult diapers in the adult diapers industry

On the other hand, the rising adoption of wearable technology across a variety of vertical consumer goods sectors has been one of the key factors driving the adult diapers market growth. The adult diapers market has recently been impacted by the linked device trend, which makes it more practical and cozy for its customers. For instance, wearing adult diapers has been developed by Simavita, one of the biggest businesses in the adult diapers market and is marketed as SMARTZ. With regards to health and welfare, the gadget offers a number of features and functions, including data on moisture, ambient temperature, managing pressure sores, falls, and other features. Therefore, the market for adult diapers has room to develop throughout the course of the forecast period if wearable technology is adopted.

Market Key Players:

Some of the major players analyzed in this report are Tykables, Drylock Technologies NV, Linette, Nobel Hygiene Pvt. Ltd., Abena A/S, Attends Healthcare Products Inc., Rearz Inc., Kimberly-Clark Corporation, Principle Business Enterprises, Inc. and The Procter & Gamble Company.

Market Segmentation:

The adult diapers market is segmented on the basis of product type, end user, distribution channel and region. By product type, the adult diapers market is classified into pant type, pad type, tape type and others. Depending on end user, the market is categorized into women, men and unisex. By distribution channel, it is categorized into e-commerce and offline channel. By region, the market is analyzed in North America, Europe, Asia-Pacific, and LAMEA.

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Depending on the type, the pant type segment dominated the market in 2022, garnering around one-third of the market share; however, the tape type is expected to grow at the highest CAGR of 8.6% from 2023 to 2032. In addition, pants-style adult diapers have higher value sales among the widely used adult diapers on the global market. The product's easy accessibility at fair prices is one of the key factors promoting the segment's overall growth in terms of value sales. Adult diapers in design come in both disposable and reusable varieties. Manufacturers have been preparing to improve their product offerings by steadily enhancing product features and specifications as demand for these pant-style adult diapers has grown. It places strong emphasis on the use of contemporary technology and the usage of premium fabric materials.

Depending on the end user, the women dominated the adult diapers market share in 2022, garnering around two-third of the market share. However, unisex is expected to grow at the highest CAGR of 8.7% from 2023 to 2032. In addition, the market for adult diapers has been continuously growing over time due to the increase of females experiencing urinary incontinence. In addition to pregnancy, ageing, stress, and urgency incontinence, there are other more variables that have had a significant impact on the increased need for female adult diapers are also getting more interested in reusable adult diapers in unique form because they are

portable and allow for long-term use. Companies including Essity, Unicharm, and Kimberly-Clark are creating specialized female incontinence treatments in an effort to offer quality products to the clients. As a result of rising recognition of the importance of personal hygiene, the market for adult diapers is expanding.

Depending on the distribution channel, the offline channel dominated the market in 2022, garnering majority of the market share; however, e-commerce is expected to grow at the highest CAGR of 8.3% from 2023 to 2032. In addition, the offline channel makes a wide variety of product portfolios from various market segments easily accessible to customers. With a wide variety of adult diapers and a presence both domestically and abroad, it is a well-run store. Customers can find niche products in these types of establishments that cater to specific market segments. As a result, the growth of offline channels in various areas opens lucrative opportunities for the growth of the adult diapers market. The demand for adult diapers is increased by the manufacturers' promotion of their own goods through these channels and their encouragement of supermarket and hypermarket chains to stock them.

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Region wise, Europe dominated the market in 2022, garnering a market share of 32.6%. Adult diapers are in high demand in the European market as a result of customers' growing awareness of adult incontinence solutions. Germany is the country with the highest geographic demand for adult incontinence products, followed by the UK, France, Italy, and Spain. Germany's population is ageing at one of the quickest rates in the world because of a combination of a lower birthrate and an increase in life expectancy. Older people consequently require more incontinence products. According to ec.europa.eu, 20.8% of Europeans will have some degree of urinary incontinence in 2021. As the prevalence of urinary incontinence among the global population rises, so does the demand for adult incontinence products.

Key findings of the study

By type, the pant type segment is estimated to witness significant growth, registering a CAGR of 7.9% during the forecast period.

By end user, the women segment is anticipated to grow at a CAGR of 8.0% during the forecast period.

By distribution channel, the offline channel segment is estimated to witness significant growth, registering a CAGR of 8.0% during the adult diapers market analysis.

By region, Europe was the dominant region in 2022, occupying a major share of the market.

Reasons to Buy this Adult Diapers Market Report:

- > Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- > Sort new clients or possible partners into the demographic you're looking for.
- > Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- > Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- > To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- > Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- > To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors

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