

# \$2,940+ Million Europe Nonwoven Products Market | Surge in Healthcare Needs and Technological Advances Propel Growth

PORTLAND, OREGON, UNITED STATES,  
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[Europe Nonwoven Products Market](#)  
Overview

## Market Size and Growth

- Valuation: The Europe nonwoven products market was valued at \$1,529 million in 2017.
- Projection: It is expected to reach \$2,940 million by 2025.
- Growth Rate: The market is projected to grow at a CAGR of 2.9% from 2021 to 2025.



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## Key Drivers of Growth

### 1. Prevention of Hospital Acquired Infections (HAIs):

- Medical nonwoven products are crucial in preventing HAIs.
- These products offer better comfort and higher resistance to contamination compared to woven products.

### 2. Technological Advancements:

- Innovations in nonwoven production technologies are enhancing product quality and efficiency.
- Adoption of nanofiber and high-performance material technologies.

### 3. Public Awareness and Aging Population:

- Increased public awareness regarding the prevention of HAIs.
- Surge in the aging population requiring medical care.

### 4. Government Regulations and Healthcare Investments:

- Favorable regulations promoting health and hygiene.
- Rise in demand for advanced healthcare facilities and increased disposable income.

## 5. COVID-19 Impact:

- The pandemic has boosted demand for nonwoven products.
- Manufacturers are expanding production capacities to meet the surge in healthcare needs.

## Market Segmentation

### By Product

- Major Segments: Gown, drapes, sets, scrub suit, coverall, mask, cap, shoe cover, others.
- Top Segment: The sets segment is the largest revenue contributor due to customized sets for various surgeries.
- Fastest Growing: The scrub suit segment is expected to grow rapidly, driven by increased awareness about HAIs and government initiatives.

### By End User

- Segments: Medical and open.
- Top Segment: The medical segment is the largest shareholder, attributed to the preference for advanced healthcare facilities and a high number of surgical procedures.

### Country Analysis

- The market is analyzed across multiple countries including:
- Western Europe: Germany, France, Italy, Great Britain, Spain, Portugal, Belgium, Netherlands, Switzerland, Luxembourg.
- Central and Eastern Europe: Poland, Romania, Ukraine, Hungary, Czech Republic, Slovakia, Austria.
- Others: Russia, Denmark, Turkey.

### Key Market Players

- Major Companies:
- 3M Company
- Asahi Kasei Corporation
- B. Braun Melsungen AG
- Cardinal Health
- Freudenberg & Co. KG
- Hartmann Group
- Investor AB (Mölnlycke Health Care AB)
- Kimberly-Clark Corporation
- Medline Industries, Inc.
- Zarys International Group

### Future Opportunities

- Technological Innovations: Advancements in nanotechnology for nonwoven disposables.
- Educational Initiatives: Increased efforts by private and public organizations to raise awareness about the benefits of medical nonwoven products.

## Challenges

- Threat of Substitutes: The presence of woven products as alternatives.
- Popularity of Less-Invasive Surgeries: This trend may limit the demand for certain nonwoven products.

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