

# Adult Diaper Market Growth Accelerates Towards \$19.3 Billion by 2031, Driven by 6.0% CAGR | TMR

*The growing elderly population and increased health and hygiene concerns are likely to drive the adult diaper demand during the forecast time frame*

WILMINGTON, DE, UNITED STATES,  
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EINPresswire.com/ -- The global [adult diaper market](#), valued at US\$ 11.6 billion in 2022, is projected to grow at a robust CAGR of 6.3% from 2023 to

2031, reaching an estimated value of US\$ 20.1 billion by the end of 2031. This growth is driven by increasing awareness of personal hygiene, the rising geriatric population, and advancements in product design and comfort.

Greater financial freedom has resulted in an increase in the popularity of personal and feminine hygiene goods. Governments all throughout the world are encouraging men and women to use sanitary items. Adult diapers are being made cheaper by governments in poor countries. These actions are expected to drive the adult diaper industry forward in the forthcoming years.

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Dementia is the world's sixth-largest cause of mortality and one of the primary causes of impairment and incontinence among the elderly. As a result, the growing geriatric population is fueling the growth of the adult diaper business.

## Key Takeaways from the Market Report

- The Disposable sub-segment had a 42.0% revenue share in 2022.
- The North America market is expected to increase at a CAGR of 6.2% during the forecast time frame.
- The Europe market accounted for 20% of the global market in 2022.



- Asia Pacific is expected to expand at a stable rate of 5.9%.
- North America had the highest value share of the worldwide market, accounting for 41% of the total in 2022.

### Adult Diaper Market: Prominent Drivers and Trends

- Adult diapers are widely used in poor nations because of inadequate sanitary infrastructure. The increased use of smartphones and broadband access is increasing the use of e-commerce to purchase hygiene items.
- Customers prefer Internet sites over conventional shops to purchase a variety of things since these online stores offer products at cost-effective rates as well as multiple deals and coupons. As a result, expansion in the e-commerce sector is projected to provide suppliers with attractive adult nappy business options.
- The development of new products is also boosting the adult diaper industry data globally. Disposable adult diapers are increasing in popularity because they provide more comfort than cloth diapers. Natural, sustainable, and environmentally friendly products are becoming increasingly popular in industrialized countries.

### Global Adult Diaper Market: Key Players

Transparency Market Research has profiled the following players in its global Adult Diaper market report:

Essity Aktiebolag, Daio Paper Corporation, First Quality Enterprises, Inc., Hengan International Group Company Limited, Kimberly-Clark Corporation, Medline Industries Inc., Nippon Paper Industries Co., Ltd., Ontex, Procter & Gamble, and Unicharm Corporation

The majority of adult diaper firms are investing in the research and development of novel offerings based on the current market conditions for disposable adult diapers.

They are creating non-toxic, allergen-free products out of plant-based components. Online stores are also helping companies increase their market footprint.

- Nobel Hygiene Pvt. Ltd. released Friends UltraThinza, a 'slim' adult absorbent pants, in India in May 2023. This novel item is intended for younger buyers who experience light leakage as a result of illnesses including obesity, prostate difficulties, and postpartum incontinence.
- Ontex announced the launch of a smart solution to enhance incontinence treatment for patients in February 2021. The technique consists of a diaper with a printed detector, a transmitter attached to the diaper, and a smartphone application.

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<https://www.transparencymarketresearch.com/adult-diaper-market.html>

## Global Adult Diaper Market Segmentation

- By Product Type

- o Reusable
- o Disposable
- o Swim Diaper
- o Others

- By Style

- o Pad
- o Flat
- o Pant

- By Material

- o Fluff Pulp
- o Cotton
- o Microfiber
- o Non-woven Fabric

- By Price

- o Low
- o Medium
- o High

- By Distribution Channel

- o Online
- o E-commerce Websites
- o Company-owned Websites
- o Offline
- o Hypermarkets and Supermarkets
- o Drug Stores
- o Other Retail Stores

- Regions Covered

- o North America

- o Europe
- o Asia Pacific
- o Middle East & Africa
- o South America

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[Workplace Wellness Market](#) - The global industry is expected to reach US\$ 124.3 Bn by the end of 2034.

[Sexual Wellness Products Market](#) - The global market is expected to reach US\$ 65.1 Bn by the end of 2034.

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Our data repository is continuously updated and revised by a team of research experts, so that it always reflects the latest trends and information. With a broad research and analysis capability, Transparency Market Research employs rigorous primary and secondary research techniques in developing distinctive data sets and research material for business reports.

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