Reusable Underpads Market Forecast To Hit $0.92Billion By 2030 Amid Strong Industry Growth

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The Business Research Company

LONDON, GREATER LONDON, UNITED KINGDOM, September 14, 2026 /EINPresswire.com/ -- "The reusable underpads market is gaining significant traction as healthcare needs evolve, particularly with the aging population and growing emphasis on sustainable healthcare products. This market is poised for steady expansion in the coming years, driven by multiple factors including technological advancements and shifting preferences in patient care.

> Expected to grow to $0.92 billion in 2030 at a compound annual growth rate (CAGR) of 7%”
>
> *The Business Research Company*

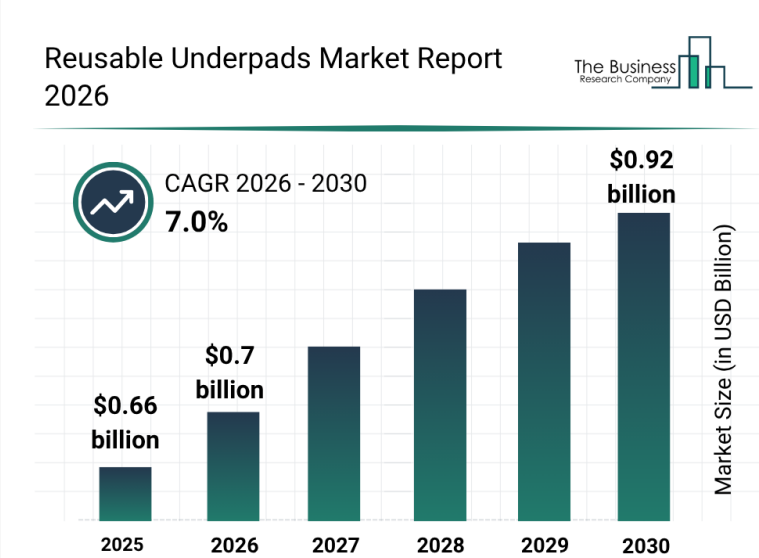
Current Size and Growth Forecast of the Reusable Underpads Market

The reusable underpads market has demonstrated robust growth recently, with its size projected to rise from $0.66 billion in 2025 to $0.7 billion in 2026, representing a compound annual growth rate (CAGR) of 6.8%. This upward trend during the historical period is largely due to an increase in the number of patients suffering from incontinence and chronic illnesses, a stronger focus on hygiene and infection control within hospitals, the expansion of long-term care facilities and nursing homes, the growth of home healthcare services, as well as advancements in reusable textile-based medical products.

Download a free sample of the reusable underpads market report: https://thebusinessresearchcompany.com/sample_request?id=44401937&type=smp&name=Reusable%20Underpads%20Market%20Report%202026&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Sep_PR

Looking ahead, the market is expected to continue this positive trajectory, reaching $0.92 billion

by 2030 at a CAGR of 7.0%. Factors supporting this forecast include the growing elderly population requiring continence care products, rising demand for washable and sustainable medical textiles, expansion in home healthcare and caregiving services, pressure on healthcare costs encouraging reusable solutions, and improvements in absorbent fabric technologies. Key trends during this period involve increasing use of eco-friendly healthcare textiles aimed at reducing medical waste, rising preference for multi-layer high-absorbency fabric technology in underpads, cost-effectiveness sought in long-term patient care, growth of elder care services boosting underpad usage, and the development of antimicrobial, skin-friendly textiles enhancing patient comfort and hygiene.



Reusable Underpads Market Overview

Understanding the Purpose and Functionality of Reusable Underpads
Reusable underpads are designed as washable, absorbent pads that protect surfaces such as beds, chairs, and wheelchairs from moisture leakage caused by incontinence, various medical conditions, or patient care activities. Their primary purpose is to provide reliable, long-lasting protection for these surfaces, improve comfort and hygiene for patients, and reduce waste and replacement costs by enabling repeated laundering and reuse.

View the full reusable underpads market report:
https://www.thebusinessresearchcompany.com/report/reusable-underpads-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Sep_PR

Healthcare Spending as a Key Growth Driver in the Reusable Underpads Market
An important factor contributing to market growth is the rise in healthcare expenditure. Healthcare expenditure encompasses the total funds spent by governments, organizations, and individuals on medical services, products, and infrastructure aimed at improving health outcomes. This expenditure is increasing because of higher utilization of medical services driven by expanded insurance coverage and an aging demographic. As healthcare spending grows, hospitals, nursing homes, and homecare providers are better able to invest in cost-effective, durable, and hygienic patient care products like reusable underpads. For example, data from the Centers for Medicare and Medicaid Services revealed that healthcare spending in the US rose from $4.9 trillion in 2023 to $5.3 trillion in 2024, a 7.2% increase, with projections indicating continued annual growth above 7% through 2026. This rising expenditure is encouraging the wider adoption of reusable underpads.

Growing Incidence of Urinary Incontinence Supporting Market Expansion
The increasing prevalence of urinary incontinence is another major driver fueling the reusable underpads market. Urinary incontinence, characterized by involuntary leakage of urine due to loss of bladder control, is becoming more common largely because of the expanding elderly population. Aging leads to weakened pelvic muscles, reduced bladder capacity, and a higher incidence of chronic illnesses impairing bladder function. Reusable underpads provide effective absorption to manage leakage, keeping surfaces dry, enhancing user comfort, and minimizing skin irritation during extended use. For instance, in April 2024, the American Urological Association estimated that nearly 33 million adults in the US suffer from overactive bladder and urinary incontinence. This growing patient base is directly contributing to increased demand for reusable underpads.

Regional Dynamics in the Reusable Underpads Market
In 2025, North America was the largest regional market for reusable underpads. However, the Asia-Pacific region is expected to experience the fastest growth during the forecast period. The market analysis also includes other key regions such as South East Asia, Western Europe, Eastern Europe, South America, the Middle East, and Africa, providing a comprehensive view of global trends shaping the reusable underpads market.

Our 2026 market reports now feature expanded strategic intelligence through market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based dashboards, market hotspots infographics, key technology and future trend analysis, along with updated graphics and tables.

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