

# Adult Diaper Market Report 2022-2027: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast-IMARC Group

SHERIDAN, WYOMING, UNITED STATES,  
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The latest report by IMARC Group, titled "Adult Diaper Market Report: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027", estimates that [The global adult diaper market reached a value of US\\$ 16.7 Billion](#) in 2021. Looking forward, IMARC Group expects the market to grow at a CAGR of 7.5% during 2022-2027.



We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report

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## Global Adult Diaper Market Trends:

Growth in the cases of urinary incontinence among geriatrics is the major factor stimulating the demand for adult diapers. The manufacturers have introduced a variety of adult diapers, catering to a large number of consumers, according to their gender and age. For instance, boxer-type diapers are specifically designed for men while pads and underpants are designed for women. In addition to this, they also provide products in different colors and designs with enhanced inner lining containing vitamin E, aloe vera, etc. so as to attract a larger consumer-base. Further, the increasing number of prostate surgeries coupled with rising awareness about personal [hygiene](#) have impelled the market growth.

## Global Adult Diaper Market Summary:

- On the basis of type, adult pad-type diapers represent the most popular product, accounting

for the largest share. These diapers offer a comfortable solution for people with minor issues. Other major segments include adult pant-type and flat-type diapers.

- Based on distribution channel, the market has been divided into pharmacies, convenience stores and online. Currently, pharmacies hold the majority of the market share owing to the presence of the pharmacists who provide advice on their offerings.
- Region-wise, the market has been categorized into Europe, North America, Asia Pacific, Latin America, and Middle East and Africa. Amongst these, North America is the leading market, accounting for nearly a third of the total global market. This can be attributed to the expanding geriatric population and high obesity rates.
- The competitive landscape of the market is concentrated with some of the key players being Svenska Cellulosa Aktiebolaget (SCA), Kimberly-Clark Corporation, Unicharm Corporation, Paul Hartmann AG and Attends [Healthcare](#) Group Ltd.

#### Competitive Landscape:

- Unicharm Corporation
- Kimberly-Clark Corporation
- Attends Healthcare Group Ltd.
- Paul Hartmann AG
- Svenska Cellulosa Aktiebolaget (SCA)

#### Breakup by Region:

- North America (United States, Canada)
- Europe (Germany, France, United Kingdom, Italy, Spain, Others)
- Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Others)

Ask Analyst for Customization and Explore full report with TOC & List of Figures:

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We are updating our reports, If you want latest primary and secondary data (2022-2027) with Cost Module, Business Strategy, Distribution Channel, etc. Click request free sample report, published report will be delivered to you in PDF format via email within 24 to 48 hours.

#### Key highlights of the report:

- Market Performance (2015-2020)
- Market Outlook (2022-2027)
- Market Trends
- Market Drivers and Success Factors
- The Impact of COVID-19 on the Global Market
- Value Chain Analysis
- Structure of the Global Market
- Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Elena Anderson  
IMARC Services Private Limited  
+ +1 6317911145  
[email us here](#)

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