

Hygiene Adhesives Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The hygiene adhesives market is expected to register a CAGR of more than 9% during the forecast period.

Due to COVID-19, there was a slowdown in the market demand from various sectors in 2020 owing to specific rules and regulations imposed by countries. However, the industry witnessed a recovery in 2021, thus rebounding the demand for the market studied.

Key Highlights

The significant factors that are likely to drive the market studied in the forecast period include the increasing demand for disposable hygiene products and the growing adoption of female hygiene products in the Asia-Pacific region.

However, on the flip side, increasing adhesive bleed challenges are likely to hinder the market's growth.

Growing product innovations for providing better hygienic properties are expected to act as an opportunity for the market.

The Asia-Pacific region is expected to be fastest growing market owing to its quickly growing adult and infant population.

Hygiene Adhesives Market Trends

Increasing Demand from Baby Care Applications

Hygiene adhesives can be used in absorbent sanitary baby diapers. More than half of the baby diapers market is dominated by the North American and European regions.

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However, with the rise in the average birth rate of approximately 16.6% in developing markets, compared to 11.2% in developed markets, the baby diapers market in the Asia-Pacific region is expected to grow at a faster pace.

There are various factors responsible for the enhancement of the baby care industry, including increased awareness about child hygiene, a growing number of working parents, and the spending power of individuals.

The primary factor for the growth of baby care products is the rising parental concern about the child's hygiene.

Although in recent years, the number of births per year has been decreasing, with increased awareness about baby hygiene, the sales of premium and good quality products are growing simultaneously. Globally, the number of newborn babies was 135,132,602 in the 2021.

A newborn uses approximately 8 to 9 diapers per day for its first year, which turns out to be around 3100 pieces in a year. The number of diapers being used decreases with the age of the kids to 5-6 diapers a day for kids aged 1 to 2 years and 3-4 diapers for kids aged 2 to 3 years.

The major share of the diapers market is taken up by Pampers, a product of Procter & Gamble Hygiene & Health Care Ltd, followed by Mamypoko by Uni-Charm Corp., and Huggies, a product of Kimberly-Clark Lever Ltd.

All these aforementioned factors are likely to drive the hygiene adhesives market in the baby care segment during the forecast period.

The Asia-Pacific Region is the Fastest Growing Market

The Asia-Pacific region is expected to show a good increase during the forecast period. The Asia-Pacific is one of the fastest-growing markets for baby care products due to the rise in the birth rate. An increase in brand penetration and a wide distribution network are the few factors driving the baby care products market in the region.

According to the Financial Times, by 2025, adult diaper sales in China could surpass infant diaper sales due to the country's rapidly aging population and dropping birth rate. It is expected that 330 million Chinese will be over the age of 65 by 2050.

As a result of the demographic transition, some diaper companies are already adjusting their marketing efforts to appeal to older clients. Unicharm, one of China's most popular diaper brands, appears to be one of them. Furthermore, the female hygiene market in the country is also increasing with the increase in awareness among young women in the country.

With the increase in aging people, the production volume of incontinent products is increasing. According to the Japan Hygiene Products Industry Association (JHPIA), in 2021, the production volume of disposable adult diapers, including pants, flat, and pad type diapers, amounted to around 8.9 billion. The major companies manufacturing diapers in the country are Unicharm, Kao, and Daio.

India is expected to be the most populous nation in the world by 2050 owing to the increasing number of infants born in the country. According to the United States stats, India's fertility rate hit 2.1 births per woman in 2022, which will lead to an increasing population of infants in the country.

The rise in consumer awareness and an increase in investments by key players, such as Johnson & Johnson, and Unilever, among others, are also expected to drive the market.

This growth is due to the rising adoption of female hygiene products in countries like India, China, etc.

Such factors are driving the market for hygiene adhesives in the Asia-Pacific region.

Hygiene Adhesives Market Competitor Analysis

The hygiene adhesives market is partially fragmented, with many players holding an equivalent position in the market. The key players in the hygiene adhesives market include 3M, Dow, Henkel AG & Co. KGaA, H. B. Fuller Company, and Sika AG, among others.

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The market estimate (ME) sheet in Excel format

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