

Smart Diaper Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-05-29 | 143 pages | IMARC Group

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Report description:

Market Overview:

The global smart diaper market size reached US\$ 664 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,687 Million by 2028, exhibiting a growth rate (CAGR) of 15.8% during 2023-2028.

Smart diapers have radio-frequency identification (RFID) sensors that detect moisture and send a signal to the parent or caregiver. They help record and identify health problems among babies and adults, such as constipation or incontinence. They assist nurses, which work in neonatal units and care for multiple babies, in preventing rashes and urinary tract infections (UTI). Apart from this, they also aid in monitoring the sleeping patterns of babies and inhibiting sleep-related deaths, such as sudden infant death syndrome (SIDS).

Smart Diaper Market Trends:

At present, there is a rise in the demand for advanced technologies to support nuclear and working families in efficient baby care. This, along with the growing awareness among the masses about the benefits of smart diapers, represents one of the key factors driving the market. Moreover, smart diapers help in maintaining hygiene and preventing any type of skin infection in babies and adults. This, coupled with the wide availability of smart diapers through online and offline distribution channels, is propelling the growth of the market. In addition, key market players are extensively investing in research and development (R&D) activities to introduce diapers with zero leakage that offer ultimate comfort. In line with this, they are focusing on strong market strategies like promotional campaigns to expand their overall sales and profitability. Besides this, the increasing geriatric population and birth rates across the globe are offering lucrative growth opportunities to industry investors. Apart from this, the escalating demand for smart diapers in old-age homes, healthcare institutions, and clinics is positively influencing the market. Additionally, the rising need for child care and health awareness among the masses is bolstering the growth of the market.

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Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global smart diaper market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on technology, distribution channel and end use.

Breakup by Technology:

- RFID Tags
- Bluetooth Sensors

□

Breakup by Distribution Channel:

- Online
- Offline

□

Breakup by End Use:

- Babies
- Adults

□

Breakup by Region:

□ North America

□

□□ United States

□□ Canada

□

□ Asia-Pacific

□

□□ China

□□ Japan

□□ India

□□ South Korea

□□ Australia

□□ Indonesia

□□ Others

□

□ Europe

□

□□ Germany

□□ France

□□ United Kingdom

□□ Italy

□□ Spain

□□ Russia

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□□Others

□

□Latin America

□

□□Brazil

□□Mexico

□□Others

□

□Middle East and Africa

□

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Abena North America Inc., ATZ Global Co. Ltd., CviCloud Corporation (CviLux Co. Ltd.), Essity AB, Interuniversity Microelectronics Centre, Monit Corp., Ontex Group, Sinopulsar, Smardii Inc., Vandrigo Solutions Inc., Verily Life Sciences (Alphabet Inc.) and Wonderkin Co.

Key Questions Answered in This Report:

What was the size of the global smart diaper market in 2022?

What is the expected growth rate of the global smart diaper market during 2023-2028?

What are the key factors driving the global smart diaper market?

What has been the impact of COVID-19 on the global smart diaper market?

What is the breakup of the global smart diaper market based on the technology?

What is the breakup of the global smart diaper market based on the end use?

What are the key regions in the global smart diaper market?

Who are the key players/companies in the global smart diaper market?

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