

Pant Type Adult Diaper Market By Type (Reusable, Disposable), By Material (Cotton, Non-woven fabric, Fluffy pulp), By End User (Women, Men, Unisex), By Distribution Channel (Hypermarket/Supermarket, Drug Stores and Pharmacies, Online channels, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The global pant type adult diaper market was valued at \$5.58 billion in 2021, and is projected to reach \$11.12 billion by 2031, growing at a CAGR of 7.2% from 2022 to 2031. A pant-style adult diaper is a disposable garment worn instead of underwear to help alleviate leaks from urinary or fecal incontinence among adults. Raw materials such as nonwoven fabric, fluffy pulp, cotton, and microfibers are used to make adult diapers. An adult diaper's outside material is hydrophobic by nature, or the cloth is treated with hydrophobic chemicals. Adult diapers are leak-proof due to the interior filling of a special super-absorbent chemical such as sodium polyacrylate, which is a polymer that expands significantly when exposed to water.

Adult diapers are essential for those who have incontinence, limited mobility, severe diarrhea, or dementia. The uncontrolled flow of urine is known as incontinence. Muscles in and around the bladder keep urine inside the bladder. Incontinence occurs when the muscles that hold pee or support the urethra weaken, allowing urine to escape. Aging, motherhood, childbirth, menopause, enlarged prostate, prostate cancer, and urinary tract blockage can all contribute to adult incontinence. According to an article published on [ncbi.nlm.nih.gov](https://www.ncbi.nlm.nih.gov), about 423 million people (20 and older) worldwide suffer from urinary incontinence. According to the National Library of Medicine (NLM), urine incontinence affects around 13 million Americans, with 24-45% of women reporting some level of incontinence. Thus, it has been witnessed that the prevalence of adult incontinence is on the rise, emphasizing the importance of basic hygiene treatments to tackle the problem. Adult diapers are in high demand since most people choose to use them. With the global population's average age expected to increase in the future years, the need for adult diapers is expected to surge.

Furthermore, individuals who develop urinal incontinence are at a significant risk of urine leakage, which can lead to a serious sickness. As a result, an increase in awareness among the worldwide population toward maintaining adequate hygiene is boosting

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the demand for incontinence solutions. Adult diapers, on the other hand, are not commonly used in undeveloped nations, and the consumers are unaware of the product. As a result, the government and personal healthcare firms are emphasizing the necessity of wearing diapers in their campaigns to urge individuals with incontinence to use adult diapers, thus augmenting their sales. The global pant type adult diaper is segmented into type, material, end user, distribution channel, and region. On the basis of type, the market is bifurcated into reusable and disposable. Depending on material, it is segregated into cotton, non-woven fabric, and fluffy pulp. By end user, it is categorized into women, men, and unisex. As per distribution channel, it is fragmented into hypermarkets/supermarkets, drug stores & pharmacies, online channels, and others. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, the UK, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, Turkey, South Africa, and rest of LAMEA).

The key players operating in the global pant type adult diaper have adopted various developmental strategies to expand their market share, increase profitability, and remain competitive in the market. The key players profiled in this report include Daio Paper Corporation, Essity Aktiebolag, First Quality Enterprise, Inc., Kao Corporation, Kimberly-Clark Corporation, Medline Industries LP, Nippon Paper Industries Co., Ltd., Ontex BV, the Proctor & Gamble Company, and Unicharm Corporation

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the pant type adult diaper market analysis from 2021 to 2031 to identify the prevailing pant type adult diaper market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the pant type adult diaper market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global pant type adult diaper market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Type

- Reusable
- Disposable

By Material

- Cotton
- Non-woven fabric
- Fluffy pulp

By End User

- Women
- Men
- Unisex

By Distribution Channel

- Hypermarket/Supermarket
- Drug Stores and Pharmacies
- Online channels
- Others

By Region

- North America
- U.S.
- Canada

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- Mexico
- Europe
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- U.K.
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- India
- Japan
- Australia
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Turkey
- South Africa
- Rest of LAMEA
- Brazil
- Argentina
- Key Market Players
- Daio Paper Corporation
- Essity Aktiebolag
- First Quality Enterprises, Inc
- Kao Corporation
- Kimberly-Clark Corporation
- Medline Industries, LP
- Nippon Paper Industries Co., Ltd
- Ontex BV
- The Proctor and Gamble Company
- Unicharm Corporation

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