

Global Hygiene Adhesive Market - Focused Insights 2025-2030

Market Report | 2025-03-26 | 113 pages | Arizton Advisory & Intelligence

AVAILABLE LICENSES:

- Single User License \$3500.00
- Team License \$3650.00
- Enterprisewide \$4999.00

Report description:

The global hygiene adhesives market is expected to grow at a CAGR of 6.26% from 2024 to 2030.

The market is growing strongly due to the growing demand for hygiene products. Additionally, population growth, urbanization, and awareness about hygiene have contributed to the huge demand for good-quality, skin-friendly, and long-lasting hygiene products.

Governments and health organizations are also contributing significantly to market growth. For example, the Indian government's "Swachh Bharat Abhiyan" (Clean India Mission) encourages hygiene awareness, which has resulted in higher demand for disposable sanitary products. Likewise, the United Nations and other non-governmental organizations (NGOs) are working diligently to enhance menstrual hygiene awareness, driving sales of feminine hygiene products.

RECENT VENDOR ACTIVITIES

In January 2023, H.B. Fuller introduced Swiftmelt 1515-I, a bio-compatible adhesive designed for medical tape applications that adhere to the skin, particularly under high-temperature and humid conditions.

On April 1, 2022, UK-based chemicals company Synthomer completed its \$1 billion acquisition of Eastman Chemical's adhesive resins business. This newly acquired business will now operate as a dedicated division under the name Adhesive Technologies.

KEY TAKEAWAYS

-□By Product Type: The hot-melt Adhesives market accounts for the largest market share of over 75%. The rising birth rates, growing aging populations, and increased hygiene awareness are some of the primary drivers of the segment.

-□By Application: The medical and healthcare applications show the highest growth of 8.63%. The segment is growing as hygiene adhesives are essential in healthcare and medical usage, providing safety adhesion, comfort, and skin-friendliness to the diverse range of medical products.

-□By Geography: Asia-Pacific is the region with the fastest-growing hygiene adhesives market, spurred by accelerating

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

urbanization, growing disposable incomes, and improving hygiene consciousness in China, India, and Japan.

-□Growth Factor: The global hygiene adhesives market is set to grow due to rising demand for hygiene products and growth in awareness of personal hygiene & health concerns.

GLOBAL HYGIENE ADHESIVES MARKET TRENDS & OPPORTUNITIES

Rising Sustainable & Bio-Based Adhesives

The hygiene adhesives market is witnessing a strong shift toward sustainable and bio-based adhesives, driven by environmental regulations, consumer demand for eco-friendly products, and corporate sustainability goals. Manufacturers are developing biodegradable, water-based, and plant-derived adhesives to replace petroleum-based formulations. One of the most important trends in the hygiene adhesives market is the transition to sustainable and bio-based adhesives. With the rising interest in environmental responsibility among consumers, manufacturers, and regulatory bodies, demand for environmentally friendly adhesive solutions for hygiene products has grown exponentially. Bio-based adhesives are increasingly being formulated from renewable sources such as starch, proteins, natural resins, and vegetable-based polymers. These have the advantage of reducing fossil fuel dependency and achieving a circular economy. Bostik, a vendor offering hygiene adhesive, has developed hot-melt polyamide adhesives made up of 80% fatty acids derivatives from vegetable oils. Breakthroughs in bio-based chemistry have led to adhesives with excellent bonding strength, flexibility, heat resistance, and durability and with the advantage of being environmentally friendly.

Increasing Adoption of Smart Hygiene Products

Smart hygiene adhesives are blended with increased comfort, absorbency, and skin-friendliness and minimize irritation and rash risk. These adhesives are designed to enhance the performance of absorbent hygienic products like baby diapers, feminine hygiene products, and adult incontinence. Consumers are seeking hygiene products that provide long-lasting dryness, odor protection, and improved comfort. This has created the need for smart adhesives that combine anti-leak and fast-drying features in disposable hygiene products. The recent development in smart hygiene adhesive is the introduction of conductive inks into such adhesive solutions. These provide caregivers and parents with ease and convenience in knowing when to replace adult incontinence and baby diapers. With increasing global populations of aging citizens, the global demand for products for adult incontinence keeps increasing. The role of intelligent adhesives in pull-up diapers, briefs for adults, and underpads are very important in that they are responsible for a reliable fit, keeping the wearer's skin dry, and enhanced adhesion for longer wearing with wetness indicator. Printed electronics enable the implementation of moisture sensors in thin flexible materials.

GLOBAL HYGIENE ADHESIVES MARKET DRIVERS

Rise of E-Commerce

Customers are inclined more towards online shopping for hygienic products due to convenience, competitive prices, and higher availability of brands. Online stores offer subscription models and bulk purchasing, increasing total sales volumes and demand for high-quality hygienic products. E-commerce retailers are launching private-label brands of personal care products, offering alternatives to premium brands. Brands like Amazon Basics, and Walmart's Parent's Choice, have increased competition in the market. This in turn compels manufacturers to produce more potent, more versatile, and more resilient adhesives, to provide raw materials to these vendors. Most online platforms offer subscription-based hygiene products, including diapers, sanitary napkins, and adult incontinence products to consumers regularly. This will create steady production volumes that need low-cost, high-performance hygiene adhesives for manufacturing the hygiene solutions. E-commerce platforms offer same-day and next-day delivery for various products so that customers do not have to wait to order essentials such as diapers, sanitary napkins, and incontinence products for adults. The presence of hygienic products on e-commerce websites immensely contributes to the

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

hygiene adhesive market through amplified product demand, bulk sales, and driving innovation in adhesive ingredients.

Growth In Awareness of Personal Hygiene & Health Concerns

World Health Organization (WHO) and UNICEF promote awareness campaigns about hygiene, and they indirectly determine demand for hygienic solutions such as diapers and sanitary napkins. Education around menstrual care, and accessibility to hygienic low-cost feminine care products is the growth factor that will influence the adoption of hygienic adhesives used in such products. Thus, the growing rates of sanitation product use will spur the growth of hygienic adhesive demands. The need for infant hygiene is well understood, and this translates into increased demand for high-quality baby diapers that are leak-proof and breathable with adhesives. Parents demand hypoallergenic, soft, and super-absorbent diapers that guarantee their infant's comfort and avoid diaper rashes. The trend towards premium and high-quality baby care products is propelling the creation of new-generation hygiene adhesives. Moreover, increasing concern for health and the increase in medical and healthcare applications are spurring considerable development in the market for hygiene adhesives. The rising occurrence of chronic wounds, surgeries, burns, diabetic ulcers, and pressure ulcers has supported the demand for advanced wound care products like wound care dressings, transdermal patches, surgical tapes, and ostomy care products that further stimulate demand for hygiene adhesives.

INDUSTRY RESTRAINTS

Volatility In Raw Material Prices

The most critical challenge for the global hygiene adhesives market is raw material price volatility. Hygiene adhesives are based on a range of petroleum-based raw materials, synthetic polymers, resins, and specialty chemicals whose prices fluctuate due to supply chain interruptions, crude oil price fluctuations, geopolitical instability, and regulatory factors. This volatility raises the cost of production, impacts profit margins, and generates uncertainty in the market, thereby inhibiting the growth of the market. Fluctuations in raw material prices compel adhesive suppliers to increase prices, but manufacturers of hygiene products may find it difficult to transfer such costs to end-users, which results in squeezed profit margins. Adhesive manufacturers find it hard to absorb increases in costs, resulting in lowered investment in R&D and innovation.

GLOBAL HYGIENE ADHESIVES MARKET REPORT SEGMENTATION INSIGHTS

INSIGHT BY PRODUCT TYPE

The global hygiene adhesives market by product type is segmented into hot melt adhesives, water-based adhesives, and others. In 2024, the hot melt adhesives segment accounted for the largest market share of over 75%. The aging population in countries like Japan, Germany, and the US has led to a surge in the use of adult incontinence products, driving demand for HMAs that offer high-strength, long-lasting, and elastic adhesion. The increasing demand for personal hygiene products also translates to a higher need for high-performance, skin-friendly adhesives like HMAs. Recent technological advancements have led to the development of low-temperature hot melt adhesives, improving manufacturing efficiency and reducing energy consumption. Traditional HMAs require high-temperature application, which can lead to thermal degradation, excessive energy use, and safety hazards for employees. In contrast, low-temperature HMAs mitigate these issues by lowering application temperatures, reducing manufacturing costs, and producing more stable adhesives.

The rising global demand for disposable hygiene products?driven by population growth, increasing birth rates, aging populations, and greater hygiene awareness?is a key factor fueling the growth of the hot melt adhesive market.

INSIGHT BY APPLICATION

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

The global hygiene adhesives market by application is categorized into personal care, medical & healthcare, and others. The medical & healthcare segment shows prominent growth, with the fastest-growing CAGR of 8.63% during the forecast period. Hygiene adhesives play a crucial role in healthcare and medical applications, ensuring secure adhesion, comfort, and skin-friendliness across a diverse range of medical products. The increasing use of advanced wound care solutions, drug delivery devices, and extended-wear medical wearables is driving market expansion. Innovative adhesives are now formulated to be hypoallergenic, breathable, and waterproof, promoting faster healing. Nicotine, pain relief, and hormone therapy patches are becoming increasingly popular. Hygiene adhesives have made long-term skin contact possible while supporting the gradual absorption of medications, enhancing patient comfort and treatment effectiveness. Additionally, adhesive-based wound closure strips and skin-adhesive liquid solutions are replacing traditional staples and stitches, reducing pain and minimizing scar tissue formation.

GLOBAL HYGIENE ADHESIVES MARKET GEOGRAPHICAL ANALYSIS

The APAC region accounts for the largest global hygiene adhesives market share of over 35% and shows the highest growth during the forecast period. The market is driven by a combination of robust economic growth, improved consumer awareness, and advancement in manufacturing and technology. Within the personal care segment, rising disposable incomes and emerging middle classes in countries like China and India are fueling demand for premium hygiene products such as baby diapers, feminine hygiene, and adult incontinence. Increasing urbanization and improved lifestyles have led consumers to prioritize comfort and safety, generating a demand for improved adhesive technologies that provide secure fastening, skin-friendliness, and better breathability. The medical and healthcare industry in APAC is also experiencing fast growth, fueled by an aging population and a growing incidence of chronic diseases. This has boosted demand for advanced wound care products, surgical tapes, transdermal patches, etc. Japan and South Korea are leading the way in medical innovation, creating adhesives with better biocompatibility, antimicrobial activity, and performance in moist conditions.

GLOBAL HYGIENE ADHESIVES MARKET VENDOR LANDSCAPE

The global hygiene adhesive market consists of exclusive data on 20 vendors. The market has many players. Major vendors compete aggressively to strengthen their position, while smaller players try to capture niche markets by offering cost-effective or specialized solutions. International players are expanding aggressively, making it increasingly difficult for regional vendors to compete. Larger companies leverage strong distribution networks, advanced R&D, and brand reputation to maintain dominance. The future of hygiene adhesives relies on innovative product features, such as sustainable adhesives, better adhesion performance, and improved application methods. The shift toward sustainability is driving bio-based and solvent-free adhesives. The hygiene adhesives market is susceptible to counterfeit and low-quality products, which can disrupt pricing and reduce consumer trust in adhesive-based hygiene products.

Top Companies in Global Hygiene Adhesives Market

- [] 3M
- [] Arkema
- [] Dow
- [] H.B. Fuller
- [] Henkel
- [] Synthomer

Other Prominent Vendors

- [] Abifor

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- AICA ADTEK
- ALFA Klebstoffe
- Avery Dennison Corporation
- Dupont
- Exxon Mobil Corporation
- Foreverest Resources
- GITACE
- Kraton Corporation
- Lohmann
- Nordson Corporation
- Shin-Etsu Chemical
- TSRC
- Wacker Chemie

MARKET SEGMENTATION & FORECASTS

- By Product Type
 - o□Hot Melt Adhesives
 - o□Water-Based Adhesives
 - o□Others
- By Application
 - o□Personal Care
 - o□Medical & Healthcare
 - o□Others
- By Geography
 - APAC
 - o□China
 - o□Japan
 - o□South Korea
 - o□India
 - o□Australia
 - Europe
 - o□Germany
 - o□UK
 - o□France
 - o□Italy
 - o□Spain
 - North America
 - o□US
 - o□Canada
 - Latin America
 - o□Brazil
 - o□Mexico
 - Middle East & Africa
 - o□Turkey
 - o□Saudi Arabia

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

KEY QUESTIONS ANSWERED:

1. What is the expected growth of the global hygiene adhesives market?
2. What is the growth rate of the global hygiene adhesives market?
3. What are the factors driving global hygiene adhesives market growth?
4. Which region will have the highest CAGR in the global hygiene adhesives market?
5. Who are the major players in the global hygiene adhesive market?

Table of Contents:

CHAPTER - 1: Global Hygiene Adhesive Market Overview

- Executive Summary
- Key Findings
- Key Developments

CHAPTER - 2: Global Hygiene Adhesive Market Segmentation Data

- Product Type Market Insights (2021-2030)
 - o Hot Melt Adhesives
 - o Water-Based Adhesives
 - o Others
- Application Market Insights (2021-2030)
 - o Personal Care
 - o Medical & Healthcare
 - o Others

CHAPTER - 3: Global Hygiene Adhesive Market Prospects & Opportunities

- Global Hygiene Adhesive Market Drivers
- Global Hygiene Adhesive Market Trends
- Global Hygiene Adhesive Market Constraints

CHAPTER - 4: Global Hygiene Adhesive Market Overview

- Global Hygiene Adhesive Market -Competitive Landscape
- Global Hygiene Adhesive Market - Key Players
- Global Hygiene Adhesive Market - Key Company Profiles

CHAPTER - 5: Appendix

- Research Methodology
- Abbreviations
- Arizton

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Global Hygiene Adhesive Market - Focused Insights 2025-2030

Market Report | 2025-03-26 | 113 pages | Arizton Advisory & Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$3500.00
	Team License	\$3650.00
	Enterprisewide	\$4999.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-04"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com