

India Baby Diapers Market Report and Forecast 2025-2034

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Report description:

The India baby diapers market reached approximately USD 31.01 Million in 2024. The market is projected to grow at a CAGR of 8.80% between 2025 and 2034, reaching a value of USD 72.08 Million by 2034.

India Baby Diapers Market Growth

India is experiencing a rise in its population, contributing to its baby diaper market growth. As per India baby diapers industry analysis, the infant mortality rate for India in 2024 is 25.799 deaths per 1000 live births, stating a 3.08% decline from 2023. The advancement in public healthcare facilities in India is the primary cause of the decline in the infant mortality rate. This is also contributing to the increasing demand for baby diapers.

Additionally, parents in India are majorly influenced by family and friends, TV, and print media in the form of parenting magazines, social media, and websites. These marketing channels influence the purchasing decisions regarding diapers. Moreover, the increasing awareness regarding the importance of hygiene and the health of babies is further supporting baby diapers demand.

Organic diapers are gaining traction in India, particularly among upper-middle-income and high-income consumers. Consumers have become more informed on the origin and development of their goods, hence there is a rising demand for diapers to be made with natural materials and without harmful chemicals. Moreover, the rising sustainability concerns are further improving the market for organic diapers.

Key Trends and Recent Developments

Increasing birth rates, growing preference for premium quality and organic products as well as increased sale in rural regions are accelerating the India baby diapers market value.

January 2024

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Pampers, India's leading supplier of baby diapers launched a new and improved diaper range to meet the growing customer needs and demands. The products provide a unique 360-degree soft cotton cover with an in-built anti-rash blanket and aloe vera lotion to protect the baby's delicate skin from rashes and irritation.

June 2023

India's leading and fully indigenous cloth diaper brand SuperBottoms launched its Easy Clean Top Sheets product range, the country's only dry-feel diaper liner. The sheets are entirely organic, biodegradable, unscented, non-toxic, and hypoallergenic ensuring 12 hours' worth of dryness and microbial resistance for babies. The super thin diaper sheets are made from plant-based Polylactic acid (PLA), sourced from fermented plant starch derived from several plant varieties such as corn, cassava, sugarcane, and sugar-beet pulp.

February 2023

Huggies diapers announced the relaunch of its premium diaper range, Huggies Nature Care for Indian customers. Its product range comprises 100% organic cotton to address the concerns of comfort and environmental sustainability simultaneously. Additionally, the products provide a 12-hour adoption and have clinically proven anti-rash features, making them one of the most preferred diaper ranges among Indians.

June 2022

Indorama India Private Limited (INVIYA), the Indian spandex brand of Indorama Corporation, launched its super comfort spandex baby and adult diapers under the product range SnugFit. The products provide a premium choice of spandex for Indian baby diaper manufacturers tailored to their requirements, reducing its significant imports and effective cost of manufacturing.

Growing Population and Birth Rates Propelling Market Growth

Rising population and increasing birth rates are major factors for the growth of India baby diapers market. The Central Bureau of Health Intelligence has projected the birth rate to grow by 16% between 2021 and 2025, led by states such as Andhra Pradesh, Assam, Bihar, Gujarat, and Haryana. This is expected to increase the demand for baby diapers, thereby propelling a surge in their overall sales and revenue generation.

Sustainability Concerns Increasing the Organic Baby Diapers Demand

Key industry players such as Huggies and Pampers are ramping up the production of organic diapers due to growing concerns over environmental sustainability and the health of babies. The materials used for the production include cotton, bamboo, and natural fibres. Organic diapers are growing as a trend among Indian parents owing to the comfort and anti-rash features, they offer, further enhancing their quality over the regular diapers sold in the market.

Growing Need for Diapers in Rural India Aiding Market Expansion

There is a growing penetration of baby diapers in rural India, supporting the demand of India baby diapers market. The increasing awareness campaigns and promotions regarding hygiene and well-being of babies in rural areas are prompting consumers to purchase baby diapers instead of using infection-prone clothes. Additionally, the advancements in technologies and digitisation in rural India have contributed to the online purchase of baby diapers through popular e-commerce channels Amazon, Flipkart, and Meesho.

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Rising Disposable Income Leading to Increased Baby Diapers Consumption in India

Rising disposable income, especially of the Indian middle class, is a major factor contributing to the consumption of premium quality diapers. Indian parents are eager to adopt the best and most comfortable diaper products available for their babies, to avoid any compromise with their health. Further growth in the awareness of child health and sanitation, especially through educational campaigns is expected to aid market expansion in the coming years.

India Baby Diapers Industry Segmentation

"India Baby Diapers Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Age Group

- Infant (0-6 Months)
- Babies and Young Toddlers (6-18 Months)
- Toddlers (18-24 Months)
- Children Above 2 Years

Market Breakup by Type

- Organic
- Conventional

Market Breakup by Product Type

- Cloth Diapers
- Disposable Diapers

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Pharmacy and Drug Stores
- Online
- Others

Market Breakup by Region

- North India
- East and Central India
- West India
- South India

India Baby Diapers Market Share

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Based on product type, the market is divided into cloth diapers and disposable diapers. India is witnessing a growing demand for disposable diapers. This demand is supported by their favourable price points, convenience of use, and wide availability on e-commerce channels like Amazon and Myntra.

Leading Companies in the India Baby Diapers Market

Market players are emphasising the incorporation of sustainable materials and leak-proof technologies in baby diapers to stay competitive.

- Procter & Gamble Co
- Essity AB
- Unicharm Corp.
- Johnson & Johnson
- Kimberly-Clark Corporation
- Nobel Hygiene Pvt. Ltd
- Uniclan Healthcare Pvt. Ltd
- Awibi
- Millennium BabyCares Pvt. Ltd.
- Swara Baby Products Pvt. Ltd
- Others

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