Super Absorbent Polymer (SAP) Market Outlook - Forecast Trends, Market Size, Share and Growth Analysis Report (2025-2034)

Market Report | 2025-08-13 | 166 pages | EMR Inc.

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Report description:

The super absorbent polymer (SAP) market attained a volume of 3.26 MMT as of 2024 and is anticipated to grow at a CAGR of 5.30% during the forecast period of 2025 to 2034. One of the major drivers for the market of super absorbent polymer (SAP) is the increasing need for personal hygiene goods such as baby diapers, adult incontinence products, and sanitary feminine products. This is driven by a rising global population, increased health consciousness, and an increasing ageing population, most notably in areas such as Asia-Pacific and Europe. The market is thus expected to reach a volume of nearly 5.46 MMT by 2034.

Super Absorbent Polymer (SAP) Market Growth

The market for super absorbent polymer (SAP) is growing at a fast pace, influenced by some major factors. One of the major drivers is the increasing global geriatric population, which is driving demand for adult incontinence products that are largely dependent on SAPs for better liquid retention and comfort. Further, growing awareness of personal hygiene and the mass adoption of baby diapers and feminine hygiene products, particularly in emerging markets, are fueling robust market demand. Governments and health programs encouraging sanitation also boost the increasing consumption of SAP-based hygiene products across different geographies. In addition, the use of SAPs in agriculture for water retention and in medical applications such as wound dressings attest to the functional diversity of SAPs and highlights their growing importance in meeting industrial as well as consumer demands, thus shaping the growth of super absorbent polymer (SAP) market.

Key players are aggressively expanding their SAP manufacturing capacities to address this increasing demand. For example, Formosa Plastics Corporation announced in 2022 a major expansion of its production capacity for SAP, highlighting its efforts to respond to market demand and solidify its leadership in the SAP sector. Likewise, Songwon Industrial Co. Ltd. launched in 2022 a game-changing development in biodegradable SAP technology, providing an environmentally friendly substitute for traditional SAPs and emphasizing the environmental sustainability focus. These strategic moves of major players accentuate the innovative and competitive outlook of the SAP market with intense focus on sustainability.

Key Trends and Recent Developments

The EMR's report titled "Super Absorbent Polymer (SAP) Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Application

- Disposable Baby Diapers
- Adult Incontinence Products
- Feminine Hygiene Products
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Super Absorbent Polymer (SAP) Market Trends

The market for super absorbent polymer (SAP) is experiencing new trends, especially the development of multifunctional SAPs. These polymers are being designed to provide extra functionalities, including antimicrobial activity, odor reduction, and enhanced hygiene in applications such as diapers and adult incontinence products. Such factors are thus leading onto new trends in the super absorbent polymer (SAP) market.

Another trend is growing demand for specialized SAP formulations for targeted applications. For example, in farming, SAPs are formulated for particular crops to achieve maximum water retention under different soil conditions. There is more cooperation between companies and agricultural specialists to develop SAP solutions that mitigate water shortages and enhance production in dry areas, showcasing the versatility and dynamism of SAP technologies across sectors.

Super Absorbent Polymer (SAP) Industry Segmentation

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Super Absorbent Polymer (SAP) Market Share

The market for super absorbent polymer (SAP) is seeing high momentum in major applications. As per super absorbent polymer (SAP) market analysis, disposable baby diapers continue to be a strong growth driver, with SAPs offering better liquid absorption, providing extended periods of dryness and comfort for babies. Growing hygiene awareness, especially in developing economies, and higher birth rates are further driving this demand. The adult incontinence segment is also seeing fast growth in response to the aging population worldwide. SAPs provide added absorbency and odor management, enhancing aged care and comfort, as their availability becomes greater among healthcare products, which is even more available now.

According to the super absorbent polymer (SAP) industry analysis, feminine sanitary products are also picking up momentum, led by the increasing awareness of menstrual hygiene and SAPs' capacity to increase absorbency in sanitary pads, tampons, and panty liners. The "Others" segment is also growing, with SAPs being utilized in agricultural use in water retention and in medical treatments such as wound care, illustrating the potential for SAPs to be used in various sectors. These increasing applications lead to greater usage of SAPs in the market.

Competitive Landscape

Leading super absorbent polymer (SAP) market players are emphasizing sustainability, innovation, and growth. Firms are creating environmentally friendly SAPs, such as biodegradable and bio-based versions, to address increasing environmental needs and regulatory pressures. Super absorbent polymer (SAP) companies are also improving SAP performance for greater absorbency, comfort, and versatility in diapers, incontinence products, and feminine hygiene products. Strategic R&D investments, increasing production capacities, and accessing the new markets are the main strategies, with industry leaders such as BASF, Dow, and LG Chem looking to consolidate their global footing.

Nippon Shokubai Co., Ltd.

Founded in 1941 in Japan, Nippon Shokubai is a major manufacturer of super absorbent polymers branded as "Supal." These SAPs find application in hygiene applications such as diapers and feminine hygiene, providing high absorption and consistency. Nippon Shokubai specializes in green SAP innovation.

BASF SE

Established in 1865 and based in Germany, BASF supplies a variety of super absorbent polymers for the applications of hygiene, agriculture, and healthcare industries. Their product range features highly effective SAPs, with a special emphasis on sustainability through developments in biodegradable products and green manufacturing methods for various market requirements.

Sumitomo Seika Chemicals Co., Ltd.

Sumitomo Seika was founded in 1949 and is headquartered in Japan. It produces super absorbent polymers for application in personal care products such as baby diapers and adult incontinence aids. Its products are targeting high performance in

absorbency and eco-friendliness with increasing focus on bio-based SAPs and minimizing environmental footprint.

SDP Global Co., Ltd.

Founded in 2006 and based in Japan, SDP Global, a Sanyo Chemical subsidiary company, is dedicated to bio-based and green super absorbent polymers. Its SAP products are utilized in baby diapers, adult incontinence products, and feminine care products, with emphasis placed on minimizing environmental footprints via biomass-based technology.

Other key players profiled in the super absorbent polymer (SAP) market include LG Chem Ltd., Formosa Plastics Corporation, and Evonik Industries AG, among others.

Super Absorbent Polymer (SAP) Market Report Snapshots

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