

GLOBAL BABY DIAPER MARKET EXPECTED TO REACH US\$ 99 BILLION BY 2026: EXPERT MARKET RESEARCH

According to a new market research report published by Expert Market Research titled 'Global Diaper Market Outlook', *The global diaper market size reached a value of about USD 70 billion in 2020. The market is further expected to grow at a CAGR of nearly 6% in the forecast period of 2021 and 2026 to reach a value of approximately USD 99 billion by 2026.*

The global diaper market attained a value of USD 70 billion in 2020, driven by the rising population, growing hygiene awareness, and inflating disposable income. Aided by technological advancements, the market is expected to witness a further growth in the forecast period of 2022-2027, growing at a CAGR of 6%. The diaper market is projected to reach USD 99 billion by 2026.

North America is the leading region for the global diaper market, accounting for the majority of the market share. The market is significantly being supported by the rising demand in the Asia Pacific region, especially India. The advent of biodegradable diapers impacts the diaper market further since they are environmentally friendly in nature as well as reduce environmental pollution. In addition, increasing online sales, combined with rapid urbanisation, will also foster the market growth in the Asia Pacific region. In India, the market for diapers continues to grow due to its advantages including comfort, hygiene, and a reduced risk of harm to the skin. In addition, an increase in the awareness of personal hygiene, changes in lifestyles, and a dramatic increase in consumers' purchasing power have led to consumers moving from conventional clothes to diapers.

EMR's meticulous research methodology delves deep into the market, covering the macro and micro aspects of the industry. Based on its product types, the baby diaper can be segmented into disposable diapers, training diapers, cloth diapers, swim pants, and biodegradable diapers. On the basis of product types, the adult type is segmented into pad, flat, and pant type. On the basis of distribution channels, the industry is divided into supermarkets and hypermarkets, pharmacies, convenience stores, online stores, and others. The major regional markets for diaper are North America, Europe, the Asia Pacific, Latin America, and the

Middle East and Africa, with North America accounting for the largest share of the market.

