

North America Baby Diaper Market Size, Outlook, Forecast By 2021- 2028

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A diaper is a type of underwear that allows the wearer to defecate or urinate without using a toilet by absorbing or containing waste products to prevent the soiling of outer clothing or the external environment. Diapers are made of cloth or synthetic disposable materials. Disposable diapers contain absorbent chemicals and are thrown away after use. Diapers are primarily worn by infants, toddlers who are not yet potty trained, and children who experience bedwetting. The low Y-o-Y growth rate in the North America Baby Diaper market is mainly due to the region's falling birth rate. As parents or populations in the region have become more career-centric, delaying marriage or having a child.

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Market Dynamics:

The increasing popularity of biodegradable diapers is the primary factor driving the North American baby diaper market during the forecast period. As consumers or parents are getting more aware of the negative impact of the chemicals in diapers such as dioxins, sodium polyacrylate, tributyl-tin, volatile organic compounds, dyes, fragrances, and among others, on their babies as well as the environment; has resulted in the rise in demand for bio-degradable diapers. Unlike biodegradable diapers, traditional diapers do not degrade well in a landfill. According to the Clean Air Council, in the US, people throw around 49 Mn diapers per day and making it the third-largest household garbage source. Baby diapers are one of the largest contributors to landfills and can harm animals, humans, and the environment.

The huge amount of untreated waste added to the landfills every year through plastic diapers can also pollute the groundwater. Moreover, the chemicals may cause itching and various health problems such as damaged immunity, hormone interferences, cancer, respiratory problems, etc. Thus, nowadays, consumers are demanding natural environment-friendly bio-degradable baby diapers.

However, a steep decline in birth rate and fluctuation in raw material prices, and reduced profit margins are major factors hindering the North American baby diaper market's growth during the forecast period.

Market Segmentation

By Product Type

- Standard Disposable Diapers
- Pull-ups/Pants Diaper
- Training Pants/Underwear Diaper
- Swim Diapers
- Preemie Diapers

By Distribution Channel

- Offline Distribution Channel
- Online Distribution Channel

Geographical Presentation

By Country, the North American baby diaper market is segmented into the United States, Canada, and Mexico.

The rise in internet penetration among people around the region coupled with the US's static birth rate are the factors responsible for the growth of the diaper market in the region. The rise in demand for organic and natural products in the region has created a demand for biodegradable diapers in the region's market. People are becoming more concerned about environmental pollution. The Environmental Protection Agency reports that about 20 billion disposable diapers are dumped in landfills each year, accounting for more than 3.5 million tons of waste. So, the

companies are launching new organic and natural products so that babies are not exposed to chemically produced diapers, and the environment is safe from these non-disposable diapers. Infants' skin is often sensitive, which has made parents increasingly concerned about the ingredients.

Competitive Analysis

Procter & Gamble (P&G) and Kimberly-Clark are the two major companies controlling around 75% of the US Baby Diaper market. Pampers by (P&G) is the brand that introduced the world to the disposable diaper concept 55 years ago, and it remains the most popular brand of baby diapers in the US.

Pampers and Luvs are the two baby diaper brands from P&G. Pampers contribute approximately 10% of the overall group net sales. Some of the most influential retailers compete with name brands by carrying their own private labels baby care lines such as ALDI's Little Journey, Amazon's Amazon Elements and Mama Bear, Costco's Kirkland Signature, Sam's Club's Member's Mark, Target's Up & Up, and Walmart's Parent's Choice.

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