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US Collection



Disposable Diapers: United States

November 2017



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About This Report

Scope & Method

This report forecasts US retail sales of disposable diapers and similar products to 2021 in nominal US dollars and volume count. Total retail sales and volume count are segmented by product in terms of:

- pediatric diapers
- training pants
- adult incontinence products.

Bed and furniture protection pads, cleaners, creams, wipes, and incontinence-related paraphernalia such as bedpans are excluded from the scope of this report. Sales to the institutional market, such as hospitals and elder care providers, are also excluded.

To illustrate historical trends, total retail sales, total volume count, and the various segments are provided in annual series from 2006 to 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Disposable Diapers: United States (FF15023) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications

About This Report

- the business and trade press
- syndicated retail sales-tracking data
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 4 | Industry Codes Related to Disposable Diapers & Similar Products

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
322121	Paper (except Newsprint) Mills	2621	Paper Mills
322291	Sanitary Paper Product Manufacturing	2676	Sanitary Paper Products
424130	Industrial and Personal Service Paper	5113	Industrial and Personal Service Paper
	Merchant Wholesalers		
812331	Linen Supply	7219	Laundry and Garment Services, NEC

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Nonwovens Market in the US, August 2017

Wipes Market in the US, June 2017

World Medical Disposables, August 2016

Disposable Medical Supplies, February 2016

Freedonia Focus Reports

Deathcare: United States

Demographics: United States

Education: United States

Healthcare: United States

Housing: United States

Macroeconomy: United States

Freedonia Custom Research

Trade Publications

Chain Drug Review

Drug Store News

Mass Market Retailers

Nonwovens Industry

Progressive Grocer

Agencies & Associations

American Fiber Manufacturers Association

Association of the Nonwoven Fabrics Industry

Information Resources

National Association for Continence

The Real Diaper Association

United States Census Bureau

United States Centers for Disease Control and Prevention

United States International Trade Commission