

Cloth Diaper Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Personal Care, Hygiene & Baby Care (Consumer Goods & Services)
> ****Source:**** https://www.mordorintelligence.com/industry-reports/cloth-diaper-market(https://www.mordorintelligence.com/industry-reports/cloth-diaper-market)
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 7.66 billion
Projected Forecast (2031)	USD 7.66 billion
Growth Rate (CAGR)	6.15 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Cloth Diaper industry](images/chart_2.png)
![Cloth Diaper Market (2026 - 2031)](images/chart_3.png)
![Cloth Diaper Market: Market Share by Type](images/chart_4.png)
![Cloth Diaper Market: Market Share by Category](images/chart_5.png)
![Cloth Diaper Market CAGR (%), Growth Rate by Region](images/chart_6.png)
![Cloth Diaper Market Concentration](images/chart_7.png)
![Icon](images/chart_8.png)
![footer background image](images/chart_10.png)
![Mordor Intelligence on Facebook](images/chart_12.svg)
![Mordor Intelligence on Pinterest](images/chart_14.svg)
![Mordor Intelligence on Instagram](images/chart_15.svg)
![ESOMAR](images/chart_17.png)
![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |
Market Size (2026) | USD 7.66 Billion |
Market Size (2031) | USD 10.32 Billion |
Growth Rate (2026 - 2031) | 6.15 % |
Fastest Growing Market | Middle East and Africa |
Largest Market | Asia-Pacific |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Cloth Diaper Market Analysis by Mordor Intelligence The cloth diaper market is projected to grow from USD 7.21 billion in 2025 to USD 7.66 billion in 2026 and reach USD 10.32 billion by 2031, with a CAGR of 6.15% from 2026 to 2031. Regulatory changes, such as the European Union's Extended Producer Responsibility rules effective January 2025, are increasing costs for disposable diaper makers, making reusable options more economical. Demographic shifts, including declining fertility rates in 24 countries and aging populations in China, Japan, and Germany, are reducing baby-care demand but boosting adult diaper consumption. In 2025, Asia-Pacific will account for 39.4% of market revenue, driven by manufacturing hubs in China's Fujian and Hebei provinces, where unit costs range from USD 0.03 to USD 1.80 with minimum orders of 50,000–340,000 pieces. The Middle East and Africa are expected to lead growth with a 7.45% CAGR through 2031, fueled by population growth in Sub-Saharan Africa and landfill limitations.

Key Report Takeaways

- * By product type, taped variants led with 56.8% revenue share in 2025; pant-style pull-ups are projected to advance at a 6.95% CAGR through 2031.
- * By end-user, babies accounted for 90.23% of the cloth diaper market share in 2025, while adult usage records the highest expected CAGR at 8.34% to 2031.
- * By category, conventional diapers held 56.78% of 2025 revenue; organic and natural offerings are forecast to grow at 7.99% CAGR through 2031.
- * By distribution channel, supermarkets and hypermarkets captured 35.43% of 2025 sales, yet health and specialty stores are set to climb at an 8.23% CAGR to 2031.
- * By geography, Asia-Pacific dominated with 39.4% 2025 sales, whereas the Middle East and Africa are the fastest-growing regions at 7.45% CAGR until 2031.

Key Market Trends

Global Cloth Diaper Market Trends and Insights Drivers Impact Analysis*

Driver	I (~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Heightened awareness of environmental issues and push for sustainability	+1.2%	Global, with peak adoption in EU, North America, and urban Asia-Pacific	Medium term (2-4 years)
Demand for personalized products and visual allure	+0.6%	North America, Europe, Australia	Short term (≤ 2 years)
Surge in promotions via social media and influencers	+0.8%	Global, led by North America and Europe	Short term (≤ 2 years)
Rising emphasis on health of infant skin	+1.0%	Global, with regulatory tailwinds in EU and North America	Medium term (2-4 years)
Advancements in materials including bamboo, hemp, and antimicrobial fabrics	+1.3%	Global, manufacturing concentrated in Asia-Pacific	Long term (≥ 4 years)
Expansion of e-commerce and diverse distribution avenues	+1.4%	Global, accelerated in Asia-Pacific and MEA	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The cloth diaper market, characterized by its moderate fragmentation, presents a

venues for both established entities and new entrants to carve out their niches through distinct positioning and focused strategies. This fragmented landscape allows specialized firms to flourish in niche areas, especially in organic materials and adult incontinence. In contrast, larger corporations harness economies of scale and extensive distribution networks to secure a widespread market foothold. Notable players in the arena include Quanzhou Unicare Hygiene Products Co., Ltd, Cotton Babies, Inc., Kanga Care, Thirsties Inc., and Mama Koala.

Strategic maneuvers predominantly revolve around vertical integration. Successful firms are taking the reins of their supply chains, overseeing everything from raw material procurement to direct sales to consumers. This hands-on approach not only ensures quality control but also optimizes profit margins, bolstering their competitive stance. Embracing technology has become a pivotal differentiator. Companies are channeling investments into advanced manufacturing techniques and honing their digital marketing prowess to effectively engage their desired audiences. A case in point is The Honest Company. Their initiative underscores a commitment to clean ingredients and eco-friendly practices. They've adeptly maintained a broad market reach, thanks to collaborations with retail giants like Target and Amazon.

Yet, the adult incontinence sector beckons with promise. Here, reusable products stand out, offering healthcare institutions notable cost efficiencies. Additionally, emerging markets are witnessing a push for cloth diaper adoption, buoyed by supportive government initiatives. Newer players are harnessing the power of social media and direct sales models, rapidly amplifying brand visibility and fostering customer loyalty. Meanwhile, seasoned companies are not resting on their laurels. They're actively pursuing acquisitions and channeling funds into innovation, ensuring they remain pertinent in this swiftly changing market landscape.

Cloth Diaper Industry Leaders* Quanzhou Unicare Hygiene Products Co., Ltd.

* Cotton Babies, Inc.

* Thirsties Inc.

* Hong Kong Mama Koala Co., Limited (Mama Koala)

* Kanga Care

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Cloth Diaper Market Report ScopeBy TypeTaped Diapers |
Pant/Pull-Up Diapers |
Others |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
| Rest of North America |
Europe | Germany |
| United Kingdom |
| Italy |
| France |
| Spain |
| Netherlands |
| Poland |
| Belgium |

- | Sweden |
- | Rest of Europe |
- Asia-Pacific | China |
- | India |
- | Japan |
- | Australia |
- | Indonesia |
- | South Korea |
- | Thailand |
- | Singapore |
- | Rest of Asia-Pacific |
- South America | Brazil |
- | Argentina |
- | Colombia |
- | Chile |
- | Peru |
- | Rest of South America |
- Middle East and Africa | South Africa |
- | Saudi Arabia |
- | United Arab Emirates |
- | Nigeria |
- | Egypt |
- | Morocco |
- | Turkey |
- | Rest of Middle East and Africa |

Frequently Asked Questions

What is the current size of the global cloth diaper market?

The cloth diaper market size reached USD 7.66 billion in 2026 and is forecast to climb to USD 10.32 billion by 2031, expanding at a 6.15% CAGR over 2026-2031.

Which region leads sales today?

Asia-Pacific generated 39.4% of global revenue in 2025, anchored by large manufacturing hubs in China that support competitive pricing.

Why are premium organic cloth diapers growing faster than conventional options?

Ingredient-disclosure laws and rising skin-health awareness push parents toward GOTS-certified organic cotton and bamboo fabrics that avoid formaldehyde and phthalates, driving the premium tier's 7.99% CAGR.

How fast is the adult reusable incontinence segment expanding?

Aging populations in China, Japan, and Germany are propelling adult cloth diaper demand at an 8.34% CAGR, the highest among all end-user groups.