

North American Nonwovens Industry Outlook, 2019-2024 Absorbent Hygiene Chapter

A Review and Forecast of the North American Nonwovens
Supply and Demand for 2014, 2019 and 2024



**Association of the
Nonwoven Fabrics Industry**

ADVANCING ENGINEERED MATERIAL SOLUTIONS

P.O. Box 1288, Cary, North Carolina 27512-1288, U.S.A.

1100 Crescent Green, Suite 115, Cary, North Carolina 27518, U.S.A.

Tel: (919) 459-3700

Web: www.inda.org

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Foreword

This is INDA's eleventh report analyzing the nonwovens industry of North America. This report presents detailed supply and demand data for the North American nonwovens industry for 2014 and 2019, and a forecast for 2024. Specifically, the goals of the report were to:

- Provide baseline economic and demographic trends, as they are significant drivers of demand within the North American nonwovens industry;
- Develop industry consumption figures by sales, units, square meters, and tonnage for nonwoven materials in 11 end use markets and their numerous subcategories (262) for 2014 and 2019, and provide a forecast for 2024;
- Explain industry trends within the end-use markets;
- Provide an overall picture of the North American supply side by analyzing the key metrics of capacity (1990–2019), production including operating rates (2009–2019), and trade flow data (2009–2019); and
- Define and clarify end use market segmentation and production processes to provide greater precision in categorizing the industry.

INDA has undertaken this study to fulfill the element of its mission to **provide credible statistics to its members and the overall industry**. This information is intended to assist those in the nonwovens industry in making better business decisions. While no study is perfect, INDA has devoted considerable time, knowledge, reach, and resources to make this the most accurate and **most comprehensive analysis** of the total North American nonwovens industry.

It is INDA's intention to continue to improve the quality of data and industry information with each report. Your comments are welcome on information you would like included in future reports of the nonwoven industry in North America. Please feel free to contact either of us regarding any aspect of this report.



Dave Rousse, President
INDA, Association of the Nonwoven Fabrics Industry
drousse@inda.org
919.459.3730



Brad Kalil, Director of Market Research and Statistics
INDA, Association of the Nonwoven Fabrics Industry
bkalil@inda.org
919.459.3734

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