

# Keetop Baby Diaper Product Structure Guide

## Baby Diaper Product Structure and Market Fit Guide

A product knowledge document to help you choose the right diaper structure for your market.

### Baby Diaper Core Structure Guide

Simplified Cross-section Comparison

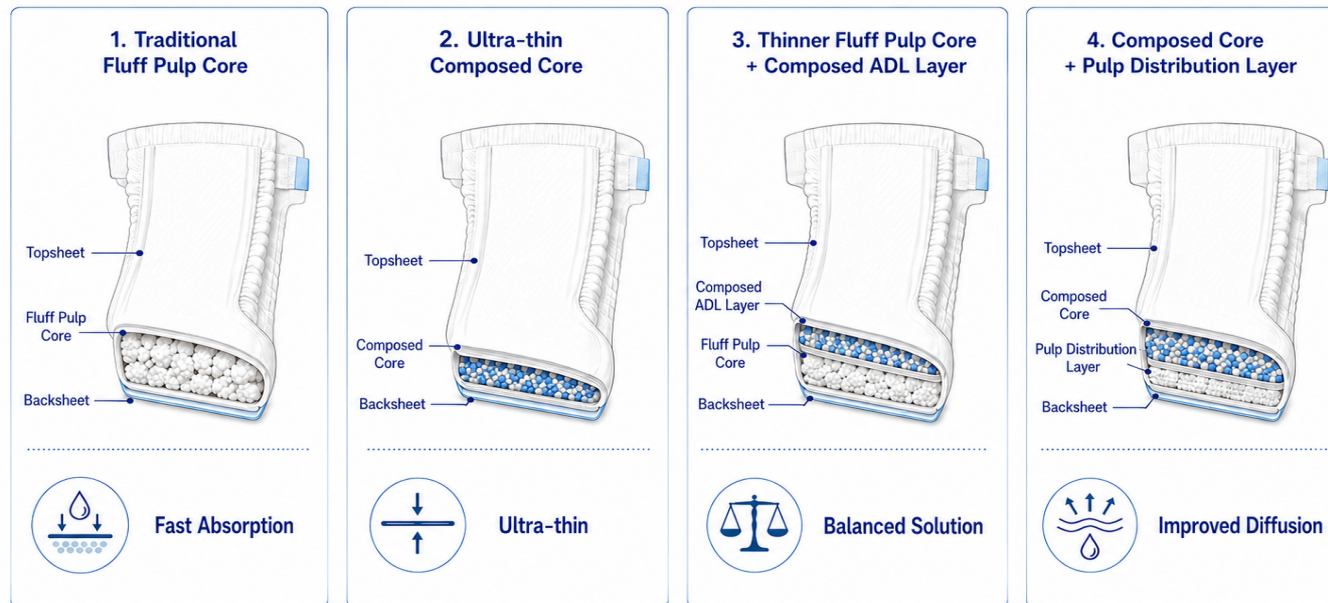


Figure 1. Simplified cross-section comparison of four baby diaper core structure options.

# 1. Purpose

This guide is for distributors, brand owners, and importers selecting baby diaper products for their target market.

The core concept: choose the product structure most suitable for your target market, target price, and target consumers. Do not choose a diaper just because it is thinner or cheaper.

## 2. From Thin Product to Market Fit

Many factories highlight ultra-thin composite cores. But a successful baby diaper depends on much more than thinness. Consider absorption speed, liquid distribution, leakage protection, consumer acceptance, and price competitiveness.



Figure 2. Best-fit product structure decision framework.

### 3. Ultra-thin Composite Core

Advantages: very thin, modern appearance, strong visual differentiation, good absorption capacity.

Evaluate carefully: composite cores have higher SAP and lower fluff pulp. First absorption speed and liquid distribution may be weaker than fluff pulp core. If your target market has larger urine volume or cares about overnight reliability, evaluate carefully.

### 4. Fluff Pulp Core

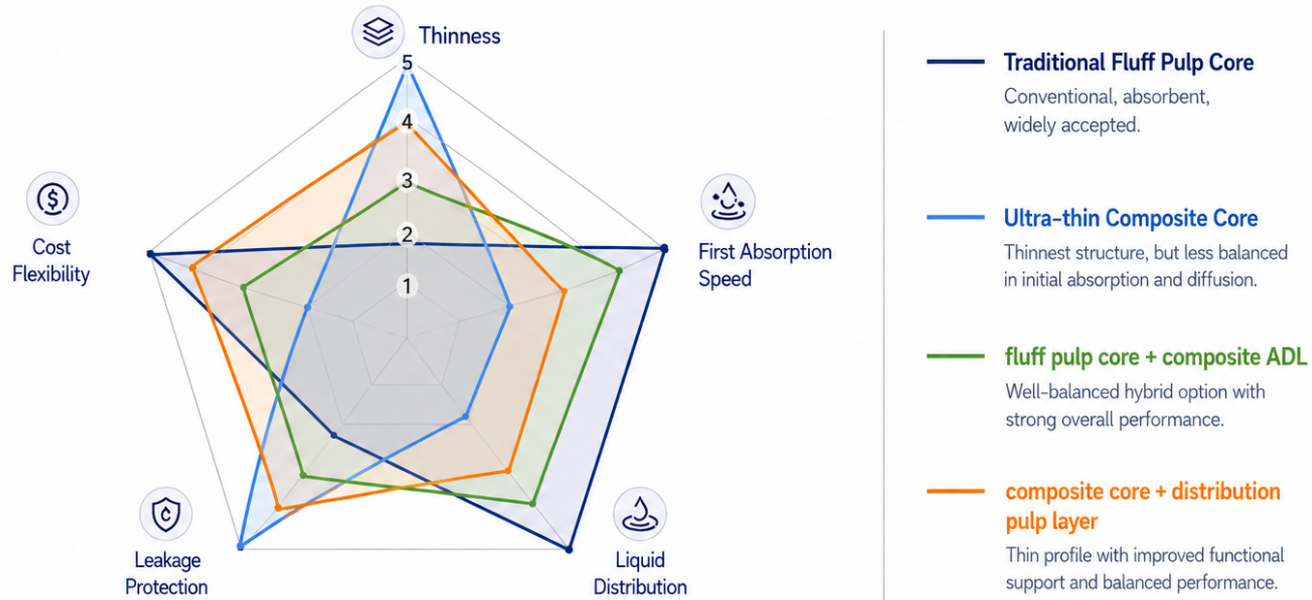
Advantages: fast liquid penetration, strong liquid distribution and diffusion, more suitable for larger urine volume, gives consumers stronger reliability feeling.

### 5. Four Product Structure Options

Option	Main Feature	Main Advantage	Suitable Direction
Traditional fluff pulp core	Stable mainstream structure	Fast absorption, good distribution, stronger leakage protection	Stable mainstream product
Ultra-thin composite core	Extremely thin	Thin, modern, strong visual differentiation	Differentiated ultra-thin product
Thinner fluff pulp + composite layer on top	Balanced hybrid	Thinner, fast absorbing, good distribution, higher acceptance	Recommended for new market entry
Reduced composite core + thin fluff pulp underneath	Optimized composite	Keeps thinness, improves diffusion and first absorption	Optimized ultra-thin concept

# Core Structure Performance Comparison

Relative comparison of four baby diaper core structure options



	<b>Traditional Fluff Pulp Core</b>	Conventional, absorbent, widely accepted.
	<b>Ultra-thin Composite Core</b>	Thinnest structure, but less balanced in initial absorption and diffusion.
	<b>fluff pulp core + composite ADL</b>	Well-balanced hybrid option with strong overall performance.
	<b>composite core + distribution pulp layer</b>	Thin profile with improved functional support and balanced performance.

Relative score based on structure characteristics. Final performance depends on exact specification and lab testing.

Figure 5. Relative performance comparison of four baby diaper core structure options.

## 6. Why We Recommend a Balanced Structure

From a market success perspective, the most important point is to choose the product that is easier for your target market to accept, easier to sell, and more controllable in price.

Ultra-thin is attractive, but a successful baby diaper also needs fast absorption, good liquid distribution, lower leakage risk, dry surface, consumer trust, easy channel explanation, competitive price, and clear selling points.

We recommend seriously considering Option 3: Thinner fluff pulp core + composite layer on top. This keeps a thinner and more modern product concept while maintaining good absorption speed, liquid distribution, and consumer acceptance. It is the most suitable option for a new market entry stage.

## 7. Target Price Drives Product Selection

We strongly suggest researching the target price before confirming the product direction.

Target price should be used as a market boundary so that the product structure can be evaluated against consumer acceptance, channel margin, competitor pricing, and brand positioning.

Without a target price range, it is easy to design a product that is technically good but commercially unrealistic. Product configuration can be adjusted through core structure, material weight, SAP and fluff pulp ratio, topsheet, backsheet, elastic system, packaging, and overall specification.

## 8. Market Research Checklist

Before selecting your product direction, research these three areas:

Research Focus	What to Understand	Why It Matters
Target Price	Retail price range, price per piece, pack count, channel margin, acceptable entry price	Defines commercial boundary for structure, materials, and positioning

Competitor Products	Main brands, product thickness, core structure, absorption claims, pack design, price level	Helps understand market standard and avoid wrong structure choice
Target Consumers	Baby age and size needs, day/night usage, caregiving habits, climate, comfort expectations	Helps decide whether to prioritize thinness, absorption, leakage protection, or balance

## 9. Key Conclusion

The final decision should not be based only on which option is the thinnest. It should be based on which option is most suitable for your target market, easiest for consumers to accept, easiest for channels to promote, and most aligned with the target price range.

A better product balances: thinness, absorption speed, liquid distribution, dryness, leakage protection, consumer acceptance, channel promotion difficulty, and target price.

### Our recommendation process:

1. Understand product structure knowledge (this guide)
2. Research your target market (price, competitors, consumers)
3. Match the most suitable product structure based on real market data

## Ready to Find the Right Product?

Contact us for a product recommendation based on your market:

- **Website:** [keetop.co](http://keetop.co)
- **Email:** [sales@keetop.co](mailto:sales@keetop.co)

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