

# 7 Ways To Save On Diapers: Your Ultimate Cheap Diaper Guide

Diapers are a necessity for our little ones, but the cost can be overwhelming. You may feel like you're throwing away money - literally and figuratively.

Parents spend an average of [\\$550 per year](#) to [\\$960 per year](#) on disposable diapers. That's just during the first year of life for a single child, too.

Don't begin to panic. You *never* have to pay full price for diapers. This detailed guide will help you purchase discounted diapers with ease.

## 1. Compare Prices For Generic And Name Brand Diapers

There's a huge price difference between name brand diapers and generic store brands. It's normal to have a brand preference, but be willing to explore your options.

I've tried at least one dozen brands of diapers and training pants. In my experience, all of them are pretty similar and get the job done.

Data from 2017 states that the [average price per diaper is \\$0.20](#). That's pretty accurate based on my own research.

But I rarely pay more than \$0.14 per diaper, and you can do the same. My go-to diapers are up & up, which is the Target store brand. They're half the price of most name brands, but they look and fit similar to Pampers Swaddlers.

Here's a breakdown of how much I spent on newborn diapers:

- up & up costs \$14.99 for a 108-count box of newborn diapers. This breaks down to **13.9 cents per diaper**.
- Pampers Swaddlers costs \$24.99 for an 84-count box of newborn diapers. This breaks down to **29.8 cents per diaper**.
- up & up instead of Pampers Swaddlers allowed me to pay **53% less per box of diapers**.

This choice saves me hundreds of dollars per year. Once I add in coupons and other cheap diaper tips, I often pay 10.0 to 13.0 cents per diaper.

It's easy to calculate how much you can save using the [Unit Price Calculator](#). Give it a shot and explore some generic brands. Chances are you'll find a frugal favorite for your little one.

## 2. Use Manufacturer and Retailer Diaper Coupons

Coupons are one of the easiest ways to get cheap diapers. If you strongly prefer name brands, make sure to use coupons every time. They'll really cut down the cost in the long run.

Manufacturer coupons are easy to find online, and there are printable and digital options. Here are a few examples I found:

- [Pampers](#) - Pampers offers \$2 off coupons for two boxes of Pampers Swaddlers, \$1 off coupons for one box, \$0.50 off coupons for wipes, and more. A box of newborn Pampers Swaddlers cost \$24.99 for 84 diapers. If you used the \$1 coupon, you'd pay **28.5 cents versus 29.8 cents per diaper**.
- [Huggies](#) - Huggies offers a \$1.00 off coupon for two packs of wipes and a \$1.00 off coupon for any box of Huggies. Huggies Little Snugglers cost about \$34.99 for a 132-count box of newborn size diapers. Using the coupon lets you pay **25.7 cents versus 26.5 cents per diaper**.
- [Luvs](#) - Luvs offers a \$0.50 off coupon for one box of diapers. A box of size one Luvs diapers cost about \$25 for 210 diapers. You could use the coupon and pay **11.6 cents versus 11.9 cents per diaper**.

Saving a mere 1.3 cents per diaper doesn't sound impressive at first. But the average baby uses at least 2,700 diapers during their first year. Some moms I know say they used over 3,500 during the first year.

Let's apply those numbers to the Pampers Swaddlers prices listed above. With coupons, you could **save \$35.10 to \$45.50 over one year**.

Don't forget to use store-specific coupons, too. The [Target app](#) occasionally offers 5% off coupons for up & up diapers and wipes.

WalMart and my local grocery stores have apps with deals, too. Check out the websites and apps for your favorite stores. There's a good chance you'll find discounts for diapers and wipes.

## 3. Get Discounts Through Diaper Delivery Subscriptions

Diaper delivery subscriptions are one of my favorite ways to get cheap diapers. I discovered them when I was pregnant and exhausted. The last thing I wanted to do was go to the store with a toddler in tow.

Two retail websites I visited offered free shipping along with diaper delivery subscriptions. Both websites offered:

- Discounts on diapers when choosing auto-delivery.
- Customized delivery frequency ( once per month, every six weeks, etc.)
- Freedom to cancel anytime without penalties.

I gave both retailers a test run. Here's how it worked out:

- [Target](#) offered a 5% discount on diaper subscriptions. Customers with a Target REDCard received a 15% discount. This discount is still in place. For diaper deliveries, I paid **14.6 cents versus 17.1 cents per diaper**.
- [Amazon](#) offered a 5% discount on my first diaper subscription delivery, then a 15% discount on future deliveries. I've seen the discount amount vary, but it's usually pretty valuable. For the second delivery, I paid **15.8 cents versus 19 cents per diaper**.

I stuck with Target in the long run, but both offers impressed me. If you prefer the convenience of online shopping, a subscription service is perfect for getting free diapers.

## 4. Join Diaper Reward Programs And Mailing Lists

I'm a huge fan of reward programs for my favorite brands and retailers. Brand and retailer reward programs are free and simple.

You earn points or codes every time you buy from the brand. The points add up over time, and you can redeem them for free products and discounts.

Brand mailing lists are a great money saver, too. When you've visited brand websites, you've likely seen pop-ups encouraging you to sign up for e-mails.

Sometimes you instantly get a free shipping code or a discount on your first order. Other brands send you promotional e-mails with exclusive sales, promo codes, and more.

I've used reward programs and e-mail offers for baby formula, toiletries, and goodies for myself. They've saved me hundreds of dollars over the last few years. They're especially helpful if you have a favorite diaper brand.

Here are a few great reward programs and mailing list promotions for diapers.

- [Pampers](#) - Pampers Rewards is a point-based program that's pretty popular. First, earn points just for joining the program and downloading the Pampers Rewards App. You use the app to scan codes located on every box of Pampers you buy. Each code earns you more points, and you can redeem them for coupons, free diapers, books, and more.

- [The Honest Company](#) - When you visit the Honest website, you'll see a pop-up offer for free shipping. You sign up for their email list, and you're sent a promo code for free shipping on your first order. The company will send you promotional emails, and some of them have coupon codes and special offers.
- [Luvs](#) - Luvs offers coupons, free samples, and other offers when you subscribe to their e-mail list. You'll also need to fill out a short profile page to help customize the e-mails you receive.
- [Huggies](#) - Huggies Rewards is another point-based program. Download the Huggies Rewards App, and take pictures of your receipts every time you buy Huggies products. Earn additional points when you take online surveys, read articles, and more. You'll even earn 500 Huggies Reward points each time you get a friend to join the free program.
- [Seventh Generation](#) - Seventh Generation is a brand that's well-known for their gentle baby products that use natural, safe ingredients. Sign up for their e-mail newsletter to receive coupons and special offers.

E-mail subscriptions and reward programs are 100% free, and registration takes a few minutes. If your favorite brand isn't listed above, visit their website to see what they offer.

## 5. Purchase Diapers In Bulk

There are [pros and cons to buying in bulk](#), but I've found that it's useful for diapers. Sam's Club and Costco have huge boxes of diapers, and the options are pretty diverse.

If you glance at the price tags, the diapers seem expensive at first. But take a minute to check out the price per diaper. You'll easily see that the higher upfront cost saves you money in the long run.

Sam's Club and Costco both carry their own diaper brands, too. They are easily the cheapest diapers you'll find in bulk. Check out a few examples based on current prices.

### Pampers Swaddlers In Bulk

- Pampers Swaddlers cost \$24.99 for an 84-count box of newborn diapers at Target. This breaks down to **29.8 cents per diaper**.
- Pampers Swaddlers cost \$41.98 for a 162-count box of newborn diapers at Sam's Club. This breaks down to **25.9 cents per diaper**.

## Huggies Little Snugglers In Bulk

- Huggies Little Snugglers cost \$24.99 for a 100-count box of Size 1 diapers at Target. This breaks down to **24.9 cents per diaper**.
- Huggies Little Snugglers cost \$37.49 for a 192-count box of Size 1 diapers at Costco. This breaks down to **19.5 cents per diaper**.

## Costco Store Brand In Bulk

- Huggies Little Snugglers cost \$37.49 for a 192-count box of Size 1 diapers at Costco. This breaks down to **19.5 cents per diaper**.
- Kirkland Signature Supreme cost \$29.99 for a 192-count of Size 1 diapers at Costco. This breaks down to **15.6 cents per diaper**.

## Sam's Club Store Brand In Bulk

- Pampers Swaddlers cost \$41.98 for a 192-count box of Size 1 diapers at Sam's Club. This breaks down to **21.8 cents per diaper**.
- Member's Mark Comfort Care cost \$23.98 for a 176-count box of Size 1 diapers at Sam's Club. This breaks down to **13.6 cents per diaper**.

You'll save about \$75 to \$220 diapers per year, so your Sam's Club or Costco membership pays for itself. Bulk discounts like this apply to wipes and formula, too.

## 6. Sign Up For Free Diaper Trials

Free diaper trials are a great way to try out different brands. The brands send you a few sample diapers and wipes via mail. You'll have to pay for shipping, but the products are still free. The three brands below currently offer free diapers:

- [The Honest Company](#) - Honest will send you a free trial that consists of five diapers and 10 wipes. At Target, one Honest newborn diaper cost 34.3 cents. This is definitely a brand you should sample before you shell out cash. You have to pay \$5.95 for shipping.
- [Naty](#) - Naty is an eco-friendly diaper brand, and they'll send you a free trial box that contains 10 diapers. A 10-count pack of Naty diapers is valued at \$4.99, so this deal is pretty good. You have to pay \$5.99 for shipping.

- [Abby and Finn](#) - Abby and Finn is another eco-friendly option. They'll send you a free trial box that contains eight diapers and 20 wipes. Their normal price per diaper ranges from 23.0 cents to 38.0 cents. For these freebies, you pay a \$4.95 shipping fee.

It's important to read the fine print for any free diaper trial offers. For example, The Honest Company will automatically enroll you for a paid diaper subscription unless you opt-out.

Their [FAQ page](#) explains how to ensure you aren't enrolled and charged. I also recommend this helpful [Federal Trade Commission \(FTC\) article about free trials](#).

## 7. Create Multiple Online Baby Registries

Baby registries are a gold mine for free and cheap diapers. I created online registries during both of my pregnancies. I got tons of diaper coupons, several free diapers, and free wipe samples. Below you'll find a list of my go-to retailers for baby registries. I've also noted some of the products and coupons they offered:

- [Target](#) - Target is hands-down my favorite retailer for baby registries. It only takes a few minutes to create an online registry. Once you've done this, go to any local Target's guest service counter and ask for the registry welcome gift.

It contains over \$100 worth of coupons, samples, and a few full sized products. I received free diaper samples from Pampers Swaddlers and The Honest Company. There were at least five coupons for diapers, too.

You'll also get a 15% off coupon eight weeks before your due date. It can be used to buy any items on your baby registry. The coupon can be used once in-store and once online. It's a game changer for getting cheap diapers.

- [Amazon Baby Registry](#) - Amazon Baby Registry is a free online registry for Amazon customers. I personally used this registry to buy items, but I also love the diaper discounts and samples. The offers change sometimes, but many of them are consistent.

Amazon Prime members receive a free welcome box once they've purchased \$10 worth of items from their registry. The welcome box is valued at \$35 and contains lots of samples and full-sized items. I received a few Pampers Swaddlers diapers and wipes, and a full package of Amazon brand wipes.

- [WalMart Baby Registry](#) - WalMart Baby registry is similar to the two free registry programs above. It only takes a few minutes to create your account. You get perks like a price match guarantee, but the WalMart Baby Welcome Box is where the goodies are.

The contents of the Welcome Box change often. It's typically a mix of samples, coupons, and one or two small products. I received a few free Pampers Swaddlers diapers and WaterWipes baby wipes. There were also several coupons for diapers and wipes, a free bottle, and a free pacifier.

- [BuyBuyBaby](#) - BuyBuyBaby is a go-to retailer for many moms. They offer a huge selection of baby products online and in-store. Even if you don't normally shop there, I recommend creating a free baby registry. The freebies and little perks are pretty nice.

Once you register, you can get a Goody Bag at any BuyBuyBaby location. It contains a mix of product samples and plenty of coupons. The samples I received included a few Pampers Swaddler diapers and trial sized wipes from different brands. There was also a \$5 off BuyBuy Baby coupon and many more.

These examples give you a good look at what to expect. The freebies do change regularly, and I noticed stores rotate between Pampers and Huggies products. Still, you can't beat totally free diaper samples.

## Cheap Diapers Are A Must-Have Money Saver

Coupons and strategizing for cheap diapers may sound tedious. But every single penny you save makes a difference. You can expect to spend about [\\$12,800 on baby expenses](#) during your baby's first year. Take a look at all of the money-saving examples above. You can easily cut down baby expenses with our cheap diaper guide.