



ABSTRACT OF THE DISCLOSURE

Liquid permeable nonwoven fabric having concealing properties, a process for producing the same, and an absorbent article using the same are disclosed, the nonwoven fabric comprising short fibers, 50% by weight or more of the short fibers comprising thermoplastic fibers, and has sealed areas formed by partially sealing the nonwoven fabric in such a manner that the sealed area ratio is from 10 to 40 %,

the short fibers containing, based on 100 parts by weight of the short fibers, from 1 to 5 parts by weight of titanium oxide,

an aggregate web of the short fibers having a wettability of from 3 to 20 seconds as expressed in terms of sedimentation time, and

the nonwoven fabric having a reflectance per unit basis weight of 1.3% or more.