

Retail Adult Incontinence in India

March 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Accelerated by impact of pandemic, demand for retail adult incontinence continues to grow

Nobel Hygiene retains dominance, supported by promotions and increasing awareness

Wider accessibility across diverse channels to maximise consumer reach

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Development of innovative products to elevate quality of life for older consumers to drive future growth

Targeting wider audience beyond population aged 65+

Increasing purchasing power among Indian consumers will benefit spending on discretionary items

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DISCLAIMER

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