

Retail Adult Incontinence in Poland

March 2024

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Retail Adult Incontinence in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The ageing population supports sales of adult retail incontinence goods in 2023

Price-sensitive consumers opt for cheaper options, such as light products and menstrual care

Seni remains the leading brand, however, share is lost to smaller players

PROSPECTS AND OPPORTUNITIES

The ongoing ageing population creates solid growth opportunities for menstrual care High prices continue to shape buying habits as sanitary towels challenge sales Retail adult incontinence to attract new players, including private label

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