

Retail Adult Incontinence in Brazil

April 2024

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Retail Adult Incontinence in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising knowledge around adult incontinence products highlights the category
Digital innovation raises awareness and helps caregivers
Online pharmaceutical channels empower shopping for incontinence products

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Incontinence pants to gain share, but nappy/diaper format to remain dominant
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Innovations to ensure comfort will be a growth driver

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DISCLAIMER

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