

Retail Adult Incontinence in France

March 2024

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Retail Adult Incontinence in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demographics play a role to support the category Innovation continues apace, driven by reusable demand and health and sustainability trends Always Discreet continues to lead as private label enjoys aggressive expansion

PROSPECTS AND OPPORTUNITIES

Players likely to resist reducing unit prices Demographics will continue to impact sales as reusable options gather pace Private label to remain popular while modern grocery retail channels will continue to lead

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