

Retail Adult Incontinence in Italy

March 2024

Table of Contents

Retail Adult Incontinence in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Italy's ageing population helps to support sales in retail adult incontinence

Education around and acceptance of adult incontinence issues continue to develop

Independence and physical activities remain a must for wellbeing

PROSPECTS AND OPPORTUNITIES

A recursive purchase represents an opportunity for new business models Private insurance programmes set to support challenges in later life Preventative methods set to attract further attention

CATEGORY DATA

- Table 1 Sales of Retail Adult Incontinence by Category: Value 2018-2023
- Table 2 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023
- Table 4 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023
- Table 5 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028
- Table 6 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

Tissue and Hygiene in Italy - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 Birth Rates 2018-2023
- Table 8 Infant Population 2018-2023
- Table 9 Female Population by Age 2018-2023
- Table 10 Total Population by Age 2018-2023
- Table 11 Households 2018-2023
- Table 12 Forecast Infant Population 2023-2028
- Table 13 Forecast Female Population by Age 2023-2028
- Table 14 Forecast Total Population by Age 2023-2028
- Table 15 Forecast Households 2023-2028

MARKET DATA

- Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023
- Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023
- Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023
- Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023
- Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023
- Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023
- Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023
- Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028
- Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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