

Retail Adult Incontinence in the Netherlands

March 2024

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2023 DEVELOPMENTS

High prices lead consumers to look for cheaper alternatives in menstrual care

Men's incontinence products drive growth thanks to a number of developments in the category

Incontinence underwear that is washable threatens growth of retail adult incontinence

PROSPECTS AND OPPORTUNITIES

Recycling efforts increase but stymied by taboos and other factors

Demographics continue to drive growth although treatments for incontinence are becoming more common

Reusable products continue to threaten growth, especially for light adult incontinence products

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DISCLAIMER

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