

# **Retail Adult Incontinence in the Czech Republic**

March 2024

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# Retail Adult Incontinence in the Czech Republic - Category analysis

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#### 2023 DEVELOPMENTS

Retail adult incontinence continues to attract consumers among an ageing demographic New product launches focus on segmentation and in providing high quality premium products Essity Czech Republic sustains its lead in retail adult incontinence in 2023

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Retail adult incontinence registers further growth over the forecast period Forecast period launches of private label likely though focus remains on efficacy rather than environmental friendliness Hypermarkets gain ground thanks to broad range of offerings

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