



# Retail Adult Incontinence in Poland

May 2026

Table of Contents

## Retail Adult Incontinence in Poland - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Brands Drive Value Focus with Private Label to Meet Affordability Demands

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

#### INDUSTRY PERFORMANCE

Brands Drive Value Focus with Private Label to Meet Affordability Demands

Chart 2 - Biedronka Expands Affordable Adult Incontinence with Elly Absorbent Underwear Multipack

Elly and Bella Shape Format Preference as Convenience Drives Value and Volume Growth across Light and Heavy Formats

Chart 3 - Bella Control Discreet Pads Highlight Convenience-Led Adult Incontinence Care in Poland

Brands Normalise Male Incontinence Care to Meet Inclusive and Diverse Consumer Demands

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

#### WHAT'S NEXT?

Discounters Drive Affordability and Accessibility as Demand Looks Set to Increase

Pants-Style Innovation and Declining Stigma to Broaden User Adoption

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Private Label Grows Despite Concentrated Market

Chart 9 - Analyst Insight for Retail Adult Incontinence

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

#### CHANNELS

Health and Beauty Specialists Take the Lead with First-Time and Lighter-Incontinence Users

Retail E-Commerce Attracts Discreet Buyers as Online Sales Accelerate

Chart 12 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail Adult Incontinence

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail Adult Incontinence

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Poland - Industry Overview

#### EXECUTIVE SUMMARY

Retailers Leverage Private Label to Drive Volume Growth through Affordability

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Retailers Leverage Private Label to Drive Volume Growth through Affordability

Chart 21 - Biedronka Expands Queen Private Label to Meet Affordability Needs in Toilet Paper

Retail Adult Incontinence Accelerates as Ageing Polish Population Reshapes Demand

Brands Use Clean Wellness and Sustainability to Defend Value Amid Price Pressure

Chart 22 - Cheeky Panda Brings Clean, Bamboo-Based Kitchen Towels to Polish Eco-Focused Consumers

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

## WHAT'S NEXT?

Discounters Expand Private Label to Meet Demand for Value

Declining Birthrate and Demographic Pressure to Impact Nappies/Diapers/Pants

Sustainability and Wellness Become Baseline Expectations for New Products

Chart 25 - Analyst Insight for Tissue and Hygiene

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Jeronimo Martins Polska Faces Growing Private Label Pressure as Share Declines

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

## CHANNELS

Discounters Attract Cost-Focused Shoppers and Drive Private Label Growth

E-Commerce Grows Supported by Bulk Purchases and Convenience

Chart 30 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/retail-adult-incontinence-in-poland/report](http://www.euromonitor.com/retail-adult-incontinence-in-poland/report).