

Retail Adult Incontinence in the Philippines

March 2024

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Retail Adult Incontinence in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher disposable incomes and demographic changes boost growth in retail adult incontinence

Adult incontinence is no longer viewed as a taboo subject, while e-commerce plays an important role in widening availability

JS Unitrade Merchandise continues to lead sales

PROSPECTS AND OPPORTUNITIES

Ongoing ageing of the Filipino population will be key driver of growth

Evolution of more sophisticated, premium products, combined with educational efforts, will lead to further expansion

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DISCLAIMER

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