

Retail Adult Incontinence in the US

February 2024

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Retail Adult Incontinence in the US - Category analysis

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2023 DEVELOPMENTS

Value-conscious behaviour and innovation propel private label sales

Moderate/heavy format growth slightly outpaces light counterpart in both value and volume terms, while reusable options continue to peak consumer interest

E-commerce continues to lead channel performance, with community-building and personalised customer service contributing to growth

PROSPECTS AND OPPORTUNITIES

Continued interest in at-home care for expanding 65+ population in the US bodes well for retail adult incontinence

Underserved bowel incontinence consumers present additional innovation avenues for moderate/heavy format

Skin health is highly important for younger incontinence consumers, and brands keep pace with skin-friendly offerings

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DISCLAIMER

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