

Retail Adult Incontinence in Thailand

March 2024

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Retail Adult Incontinence in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Thailand's ageing population remains the key driver of demand for retail adult incontinence in 2023 Low Prices, odour control, and comfort inform purchasing decisions in 2023 Price controls limit value growth while light adult incontinence products remain the most dynamic

PROSPECTS AND OPPORTUNITIES

The Ascendance of the Adult Incontinence Market in Thailand New product development and innovation could help add further fuel to the growth of retail adult incontinence Increasing use of organic and natural materials as consumers focus on comfort

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