Euromonitor International

Retail Adult Incontinence in Bosnia and Herzegovina

May 2026

Retail Adult Incontinence in Bosnia and Herzegovina - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

INDUSTRY PERFORMANCE

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Chart 1 - Price Sensitivity Is Significant as Product Price Increases Continue

Abena as Drives Premium Innovation for Affluent Seniors

Isplatise.Ba and Others Expand Reach through Online Convenience

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Online Retailers Expected to Accelerate Digital Shift to Meet Ageing Consumers' Needs

Sustainable Materials and Private Label Innovation Set to Transform Consumer Choice

Moderate and Heavy Solutions Anticipated to Gain Ground as Demand Shifts with Ageing

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COMPETITIVE LANDSCAPE

Violeta Doo Leverages Local Loyalty to Sustain Dominance

Chart 7 - Company Shares 2025

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CHANNELS

Health and Beauty Specialist Retailers Drive Channel Leadership with Value Offers

Online Retailers Expand Reach as E-Commerce Gains Momentum

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ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail Adult Incontinence

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CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail Adult Incontinence

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Chart 16 - Population by Generation 2025

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EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

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WHAT'S NEXT?

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CHANNELS

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Chart 27 - Economic Context for Tissue and Hygiene
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-adult-incontinence-in-bosnia-and-herzegovina/report.