



Euromonitor
International

Retail Adult Incontinence in North Macedonia

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

INDUSTRY PERFORMANCE

Pharmacies Expand Shelf Space to Meet Price-Sensitive Demand

Chart 1 - Affordable Retail Adult Incontinence Increasingly Available in Pharmacies

Maksi Ls Dooel Leverages Domestic Production to Support Affordability

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

E-Commerce Leaders Expected to Boost Online Privacy and Convenience for Ageing Shoppers

Sustainability and Smart Technology Anticipated to Gain Traction as Affordability Remains Prominent

Manufacturers Expected to Shift to Premiumisation as Population Declines

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Maksi Ls Dooel Sustains Leadership as Local Rivals Gain Ground

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Outpace Supermarkets as Consumers Seek Bundled Health Solutions

Supermarkets Gain Traction While E-Commerce Remains Niche for Incontinence Products

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail Adult Incontinence

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail Adult Incontinence

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Ramstore, Reptil and Vero Expand Online Delivery to Meet Rising Demand

Flutra Targets Horeca with Economy Tissue as Ananas.Mk Attracts Premium Buyers

Chart 18 - Key Product Launches Target Price-Sensitive Consumers

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Innovation and Premiumisation Anticipated to Offset Declining Consumer Base

E-Commerce Expected to Drive Rapid Diversification and Access

Chart 21 - What's Next? for Tissue and Hygiene

Sustainability Anticipated to Accelerate Value Growth

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Paloma Dd Accelerates Share Gains as the Procter & Gamble Co Retains Leadership

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Supermarkets Sustain Lead While Small Local Grocers Remain Significant

Online Retailers Capture Growth as Convenience Drives Digital Adoption

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Tissue and Hygiene

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-north-macedonia/report.