

Global Adult Incontinence: Consumer Needs, Product Formats Dynamic, Growth Strategies

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Scope

Key findings

Global retail adult incontinence remains largest and fastest growing
As emerging markets catch up, potential still exists in developed markets
Why developed markets still hold most of the growth
Affordability remains a key influencer in many markets
Stigma continues to be a factor in category performance
Greater inclusivity with demographic targeting: not just seniors
Greater inclusivity with demographic targeting: not just females
Moderate/Heavy continues to offer protection and trust
Seni : tapping into opportunities in moderate/heavy incontinence
Unlocking opportunities across adult incontinence formats: females
Prevalence of incontinence among millennial females
Unlocking opportunities across adult incontinence formats: males
Unicharm's approach to provide targeted, diverse light incontinence
Challenges seeking medical care among seniors
Lack of medical advice: confusion and dissatisfaction with solutions
E-commerce grows across major markets
Traditional website interface remains most used for online shopping...
...yet, YouTube and social media platforms aid with the research process
Credibility and influence comes from closer social sources
Drawbacks of e-commerce: in-store shopping retains some benefits
Drawbacks of e-commerce: lack of in-person support
Interacting with consumers through quizzes
DTC players address some of e-commerce drawbacks
Reusables disrupt with growing global reach, varied formats
Just n' Case by Confitex : washable pee-proof, period-proof briefs
Speax by Thinx : reusable underwear to replace pantyliners
Retail adult incontinence: a COVID-19-impacted category
Uptick in 2020 and growth beyond
Key takeaways (1): navigating through the COVID-19 era
Key takeaways (2): navigating beyond the COVID-19 era

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