



Euromonitor
International

Retail Adult Incontinence in Uganda

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

INDUSTRY PERFORMANCE

Jumia Expands Access with Discount-Driven Online Promotions

Chart 1 - Jumia Offers Discounts of up to 28% on Adult Diapers

Disposable Products Maintain Dominance as Government Targets Waste Reforms

Made in Uganda Drives Online Growth and Consumer Shift

Chart 2 - Made in Uganda: New Online Platform

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Shopping and Health Campaigns Set to Expand Reach but Stigma Persists

E-Commerce and Awareness Initiatives Anticipated to Reshape Buying Habits and Business Models

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nasibdar Healthcare Gains Ground as Price Sensitivity Intensifies

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists and Supermarkets Drive Discreet Shopping Habits

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail Adult Incontinence

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail Adult Incontinence

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Uganda - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Releaf Leverages Promotional Bundling to Increase Value for Low-Income Buyers

Chart 19 - Releaf Launches Pack with Free Panty Liners

Magic Comfort Introduces Plant-Based Diapers to Address Sustainability Concerns

Chart 20 - Aiwibi Launches Plant-Based Chemical-Free Diaper Line

Softcare Drives Mini Pack Wipe Sales through Influencer-Led Convenience Marketing

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Mobile Money Integration Expected to Boost E-Commerce as Urban Shoppers Seek Value

Nappies and Diapers Set to Drive Growth as Local Firms Scale up Value Options

Green Manufacturing and Reusable Innovation Poised to Redefine Brand Positioning

Chart 23 - Analyst Insight for Tissue and Hygiene

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Retains Lead as Norfund Fuels New Local Production

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Small Local Grocers and Health and Beauty Specialists Sustain Rural Access as Supermarkets Expand Urban Reach

Made in Uganda and Vending Innovation Increase Affordable Access for Price-Sensitive Shoppers

Jumia and Kikuubo Online Capture Urban Demand as E-Commerce Bridges Gap in Product Availability and Privacy

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-uganda/report.