Euromonitor International

# Retail Adult Incontinence in Bangladesh

May 2026

Table of Contents

## Retail Adult Incontinence in Bangladesh - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

INDUSTRY PERFORMANCE

Urban Caregivers Drive Rapid Adoption of Tailored Adult Incontinence Solutions

Social Media and Urban Lifestyles Reshape Hygiene Expectations and Purchasing

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

International Brands to Leverage Digital Awareness to Expand Consumer Adoption

Large Pack Formats and Medical Guidance to Accelerate Moderate/Heavy Product Demand

Local Manufacturers to Invest in Technology as Eco-Friendly Demand Rises among Affluent Buyers

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Glory and Joly Retain Loyalty as Local Brands Enter

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Sustain Shopper Loyalty with Convenience

Retail E-Commerce Struggles to Attract Buyers for Hygiene Products

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Retail Adult Incontinence

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Retail Adult Incontinence

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

## Tissue and Hygiene in Bangladesh - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Vat Exemption Boosts Affordable Innovation
Clean Wellness Drives New Launches and Growth for Menstrual Care
Chart 17 - Bangladesh's First Dermatologically Tested Solution for Sensitive Care
Kinder Captures Demand for High-Absorbency, Affordable Nappies
Chart 18 - High-Performance Absorbency Tailored for Long-Lasting Comfort
Meghna and Aci Automate Vending to Drive On-The-Go Hygiene Access
Chart 19 - Value Sales 2020-2030
Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Budget Shoppers to Accelerate Sales of Disposable Products as Awareness Grows
Nappies/Diapers/Pants to See Growth as Move to Disposable Drives Gains
Retail Adult Incontinence Set to Outpace All Other Categories as Demand for Hygiene Diversifies
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Square Toiletries Capitalises on Rising Brand Loyalty as Bashundhara Cedes Share
Chart 23 - Company Shares 2025
Chart 24 - Brand Shares 2025

CHANNELS

Drugstores and Small Local Grocers Anchor Purchasing with Price Advantage and Access
Vending Machine Installations Reshape Access for Students and Workers
Online Channels Struggle as Consumers Demand Immediacy and Value
Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Tissue and Hygiene
Chart 27 - Real GDP Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Tissue and Hygiene
Chart 30 - Population 2020-2030
Chart 31 - Consumer Expenditure 2020-2030
Chart 32 - 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-bangladesh/report.