



Retail Adult Incontinence in Singapore

February 2024

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Retail Adult Incontinence in Singapore - Category analysis

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2023 DEVELOPMENTS

Ageing population leading growth driver for incontinence use

Moderate/Heavy incontinence leads volume growth due to prevailing stigma

Need for discreetness and preference for convenience continues to boost e-commerce channel's performance

PROSPECTS AND OPPORTUNITIES

Men's health and hygiene awareness remains low and an untapped market

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Mobility is key to encouraging early adoption of light incontinence products

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DISCLAIMER

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