



Retail Adult Incontinence in Estonia

March 2024

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Retail Adult Incontinence in Estonia - Category analysis

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2023 DEVELOPMENTS

Rise in demand for light adult incontinence products

Increased incidence of urinary incontinence driving sales

Known for the superior quality of its products, Essity AB maintains dominant position in retail adult incontinence

PROSPECTS AND OPPORTUNITIES

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Convenience and privacy to drive sales through e-commerce

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DISCLAIMER

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