



# Retail Adult Incontinence in Taiwan

March 2024

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## Retail Adult Incontinence in Taiwan - Category analysis

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Buoyant performance in 2023, thanks to positive demographic trends and rising levels of mobility

Vinda Taiwan retains its lead amid growing competition from United Charm Co

Light adult incontinence sees dynamic performance

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Retail adult incontinence will maintain healthy growth, alongside positive demographic trends

International brands will dominate sales

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