



# Retail Adult Incontinence in Croatia

March 2024

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## Retail Adult Incontinence in Croatia - Category analysis

### KEY DATA FINDINGS

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Ageing population and increased product awareness support sales in 2023  
Women often opt for menstrual care products due to the stigma associated with adult incontinence  
Portfolio diversification to target specific consumer groups

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Stable growth driven by an ageing population  
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