



Retail Adult Incontinence in the Netherlands

March 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

High prices lead consumers to look for cheaper alternatives in menstrual care

Men's incontinence products drive growth thanks to a number of developments in the category

Incontinence underwear that is washable threatens growth of retail adult incontinence

PROSPECTS AND OPPORTUNITIES

Recycling efforts increase but stymied by taboos and other factors

Demographics continue to drive growth although treatments for incontinence are becoming more common

Reusable products continue to threaten growth, especially for light adult incontinence products

CATEGORY DATA

Table 1 - Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 2 - Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 4 - LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 5 - Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 6 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

Tissue and Hygiene in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2018-2023

Table 8 - Infant Population 2018-2023

Table 9 - Female Population by Age 2018-2023

Table 10 - Total Population by Age 2018-2023

Table 11 - Households 2018-2023

Table 12 - Forecast Infant Population 2023-2028

Table 13 - Forecast Female Population by Age 2023-2028

Table 14 - Forecast Total Population by Age 2023-2028

Table 15 - Forecast Households 2023-2028

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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-the-netherlands/report.