



Retail Adult Incontinence in Austria

March 2024

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Retail Adult Incontinence in Austria - Category analysis

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2023 DEVELOPMENTS

Demographic factors favour adult incontinence products
Convenience and skin-friendly ingredients shape new product developments
Essity Austria retains its solid lead, thanks to established Tena brand

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Ageing population and further development of e-commerce will boost demand over the forecast period
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Growing sustainability concerns will drive new product launches

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DISCLAIMER

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