

# Retail Adult Incontinence in Australia

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## Abstracts

Retail adult incontinence experienced an upturn in demand in 2020, as a result of stockpiling during the initial lockdown period, as the government suggested that that vulnerable groups including the elderly should avoid leaving their homes, favouring self-isolation to reduce their chances of coming into contact with the virus. While the light format remained more popular, addressing demand from younger groups for greater discretion, moderate/heavy adult incontinence recorded stronger volume gro...

Euromonitor International's Retail Adult Incontinence in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2025 illustrate how the market is set to change.

**Product coverage:** Light Adult Incontinence, Moderate/Heavy Adult Incontinence.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Retail Adult Incontinence market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Initial stockpiling of retail adult incontinence as government advises vulnerable groups including elderly to shield during pandemic

Private label's presence remains low in the category due to strong brand loyalty

Asaleo Care strengthens dominance in value terms, but Kimberly-Clark gains volume share in 2020

#### RECOVERY AND OPPORTUNITIES

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