

# Retail Adult Incontinence in Colombia

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## Abstracts

In 2023, retail adult incontinence in Colombia registered a slowdown in retail volume terms compared to the COVID-19 years. Despite this, retail volume sales exceeded the volume rates recorded in 2019. However, price increases, although smaller compared to 2022, continued to impact demand, particularly in light incontinence products. Faced with tight budgets, many consumers migrated from retail adult incontinence goods to menstrual care products, which have lower prices per unit. Other consumers...

Euromonitor International's Retail Adult Incontinence in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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.

## Contents

### RETAIL ADULT INCONTINENCE IN COLOMBIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price increases lead consumers to migrate to cheaper alternatives

Reducing the taboo of adult incontinence through strong marketing campaigns

Restricted access to Rx/Reimbursement incontinence products leads to a rise in retail sales

#### PROSPECTS AND OPPORTUNITIES

The ageing population creates a solid landscape for ongoing growth

Light incontinence products will drive growth, however, the landscape faces obstacles

New players are not set to launch; however, light incontinence options could grow

#### 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 COLOMBIA

#### 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

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## SOURCES

## Summary 1 Research Sources

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