

# Retail Adult Incontinence in Spain

March 2024

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## Retail Adult Incontinence in Spain - Category analysis

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#### 2023 DEVELOPMENTS

Essential nature of retail adult incontinence ensures positive volume growth despite higher unit prices

Competitive landscape remained stable over the researched period

Innovation focuses on reducing the stigma around incontinence

#### PROSPECTS AND OPPORTUNITIES

Leak proof apparel is expected to continue growing in popularity

E-commerce expected to pick up share but health and beauty specialists will continue to play an important role

Investment in education and awareness campaigns paying off as the stigma around incontinence declines

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