

# Retail Adult Incontinence in the Netherlands

March 2024

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## Retail Adult Incontinence in the Netherlands - Category analysis

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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

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