



Global Adult Incontinence: Consumer Needs, Product Formats Dynamic, Growth Strategies

September 2020

Table of Contents

Scope

Key findings

Global retail adult incontinence remains largest and fastest growing

As emerging markets catch up, potential still exists in developed markets

Why developed markets still hold most of the growth

Affordability remains a key influencer in many markets

Stigma continues to be a factor in category performance

Greater inclusivity with demographic targeting: not just seniors

Greater inclusivity with demographic targeting: not just females

Moderate/Heavy continues to offer protection and trust

Seni : tapping into opportunities in moderate/heavy incontinence

Unlocking opportunities across adult incontinence formats: females

Prevalence of incontinence among millennial females

Unlocking opportunities across adult incontinence formats: males

Unicharm's approach to provide targeted, diverse light incontinence

Challenges seeking medical care among seniors

Lack of medical advice: confusion and dissatisfaction with solutions

E-commerce grows across major markets

Traditional website interface remains most used for online shopping...

...yet, YouTube and social media platforms aid with the research process

Credibility and influence comes from closer social sources

Drawbacks of e-commerce: in-store shopping retains some benefits

Drawbacks of e-commerce: lack of in-person support

Interacting with consumers through quizzes

DTC players address some of e-commerce drawbacks

Reusables disrupt with growing global reach, varied formats

Just n' Case by Confitex : washable pee-proof, period-proof briefs

Speax by Thinx : reusable underwear to replace pantyliners

Retail adult incontinence: a COVID-19-impacted category

Uptick in 2020 and growth beyond

Key takeaways (1): navigating through the COVID-19 era

Key takeaways (2): navigating beyond the COVID-19 era

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/global-adult-incontinence-consumer-needs-product-formats-dynamic-growth-strategies/report.