



Retail Adult Incontinence in Indonesia

February 2024

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Retail Adult Incontinence in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased openness and acceptance create greater growth potential
Players push education and awareness as production costs increase
Softex and Uni-Charm dominate overall category

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Growth will be propelled by several broader, upward trends
Moderate/heavy adult incontinence will continue to lead
Consumers will become more discerning as competition prompts further innovation

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DISCLAIMER

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