

Retail Adult Incontinence in Hungary

March 2024

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2023 DEVELOPMENTS

Rising awareness, education and availability support retail volume growth

Consumers migrate from retail goods to Rx/reimbursement products

Tena leads brands, introducing new female-focused products

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Rx/reimbursement goods and competition from menstrual care challenge sales

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Supermarkets and hypermarkets drive growth as consumers appreciate convenience

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DISCLAIMER

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