



# Retail Adult Incontinence in the Philippines

March 2024

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## Retail Adult Incontinence in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Higher disposable incomes and demographic changes boost growth in retail adult incontinence  
Adult incontinence is no longer viewed as a taboo subject, while e-commerce plays an important role in widening availability  
JS Unitrade Merchandise continues to lead sales

#### PROSPECTS AND OPPORTUNITIES

Ongoing ageing of the Filipino population will be key driver of growth  
Evolution of more sophisticated, premium products, combined with educational efforts, will lead to further expansion  
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