

Retail Adult Incontinence in France

March 2024

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Retail Adult Incontinence in France - Category analysis

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2023 DEVELOPMENTS

Demographics play a role to support the category

Innovation continues apace, driven by reusable demand and health and sustainability trends

Always Discreet continues to lead as private label enjoys aggressive expansion

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Private label to remain popular while modern grocery retail channels will continue to lead

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DISCLAIMER

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