



Retail Adult Incontinence in the Netherlands

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

High prices lead consumers to look for cheaper alternatives in menstrual care
Men's incontinence products drive growth thanks to a number of developments in the category
Incontinence underwear that is washable threatens growth of retail adult incontinence

PROSPECTS AND OPPORTUNITIES

Recycling efforts increase but stymied by taboos and other factors
Demographics continue to drive growth although treatments for incontinence are becoming more common
Reusable products continue to threaten growth, especially for light adult incontinence products

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DISCLAIMER

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