

Retail Adult Incontinence in Peru

March 2025

Table of Contents

Retail Adult Incontinence in Peru - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising consumer demand supports sales growth Plenitud maintains its lead as the gap between Tena and Secos narrows Discounters gain relevance amid cost-of-living pressures

PROSPECTS AND OPPORTUNITIES

Night pants will support category growth E-commerce channel has scope to develop further Product development will centre on affordability to expand usage

CATEGORY DATA

Table 1 - Sales of Retail Adult Incontinence by Category: Value 2019-2024
Table 2 - Sales of Retail Adult Incontinence by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Retail Adult Incontinence: % Value 2020-2024
Table 4 - LBN Brand Shares of Retail Adult Incontinence: % Value 2021-2024
Table 5 - Forecast Sales of Retail Adult Incontinence by Category: Value 2024-2029
Table 6 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2024-2029

Tissue and Hygiene in Peru - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture 2024 key trends Competitive landscape Retail developments What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 Birth Rates 2019-2024
- Table 8 Infant Population 2019-2024
- Table 9 Female Population by Age 2019-2024
- Table 10 Total Population by Age 2019-2024
- Table 11 Households 2019-2024
- Table 12 Forecast Infant Population 2024-2029
- Table 13 Forecast Female Population by Age 2024-2029
- Table 14 Forecast Total Population by Age 2024-2029
- Table 15 Forecast Households 2024-2029

MARKET DATA

- Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

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