



Retail Adult Incontinence in Indonesia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for retail adult incontinence remains low compared to earlier in the review period
Softex leads in a highly consolidated competitive landscape in 2024
Convenience stores remains for retail adult incontinence in 2024

PROSPECTS AND OPPORTUNITIES

Category growth will be significantly driven by Indonesia's ageing population in the coming years
E-commerce will continue to see growth, but convenience stores will remain the channel of choice
Significant scope for further innovation in a relatively immature product area

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Tissue and Hygiene in Indonesia - Industry Overview

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