

Retail Adult Incontinence in Colombia

March 2025

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Retail Adult Incontinence in Colombia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decreasing stigma about incontinence driving growth Competition is highly concentrated, with Tena as the top brand Promotional activities drive consumers to health and beauty retailers

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Changing demographics will shape category growth E-commerce growth to rely on pharmacy apps Narrowing gap between desired product features and willingness to pay

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