



# Retail Adult Incontinence in Colombia

February 2024

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## Retail Adult Incontinence in Colombia - Category analysis

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Price increases lead consumers to migrate to cheaper alternatives

Reducing the taboo of adult incontinence through strong marketing campaigns

Restricted access to Rx/Reimbursement incontinence products leads to a rise in retail sales

#### PROSPECTS AND OPPORTUNITIES

The ageing population creates a solid landscape for ongoing growth

Light incontinence products will drive growth, however, the landscape faces obstacles

New players are not set to launch; however, light incontinence options could grow

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