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International

# Retail Adult Incontinence in Poland

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## Retail Adult Incontinence in Poland - Category analysis

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The ageing population supports sales of adult retail incontinence goods in 2023

Price-sensitive consumers opt for cheaper options, such as light products and menstrual care

Seni remains the leading brand, however, share is lost to smaller players

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/retail-adult-incontinence-in-poland/report](http://www.euromonitor.com/retail-adult-incontinence-in-poland/report).