



Euromonitor
International

Retail Adult Incontinence in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Another year of double digit value growth in 2024, due to the ageing of society
- Other tissue and hygiene brands continue to enter the market
- High share of online sales, despite being products mainly targeted towards older people

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Tissue and Hygiene in South Korea - Industry Overview

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DISCLAIMER

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