



Euromonitor  
International

# Retail Adult Incontinence in Germany

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Ageing population and rising awareness support positive performance by retail adult incontinence
- Essity retains dominance with established presence of Tena
- Many local consumers prefer physical stores for their adult incontinence needs

PROSPECTS AND OPPORTUNITIES

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Tissue and Hygiene in Germany - Industry Overview

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DISCLAIMER

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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-germany/report](http://www.euromonitor.com/retail-adult-incontinence-in-germany/report).