



# Retail Adult Incontinence in Greece

March 2024

Table of Contents

## Retail Adult Incontinence in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fluctuations in private label share vary by product type in retail adult incontinence  
Demographics remain favourable to the performance of adult incontinence products  
The competition between menstrual care brands is gathering pace

#### PROSPECTS AND OPPORTUNITIES

Growth in branded products is driven by light incontinence goods  
Advertising budgets to remain high as players focus on raising consumer awareness  
The competitive landscape for heavy/moderate incontinence products has room for growth

#### CATEGORY DATA

Table 1 - Sales of Retail Adult Incontinence by Category: Value 2018-2023  
Table 2 - Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023  
Table 4 - LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023  
Table 5 - Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028  
Table 6 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

## Tissue and Hygiene in Greece - Industry Overview

### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for tissue and hygiene?

### MARKET INDICATORS

Table 7 - Birth Rates 2018-2023  
Table 8 - Infant Population 2018-2023  
Table 9 - Female Population by Age 2018-2023  
Table 10 - Total Population by Age 2018-2023  
Table 11 - Households 2018-2023  
Table 12 - Forecast Infant Population 2023-2028  
Table 13 - Forecast Female Population by Age 2023-2028  
Table 14 - Forecast Total Population by Age 2023-2028  
Table 15 - Forecast Households 2023-2028

### MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023  
Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023  
Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023  
Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023  
Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023  
Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023  
Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023  
Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028  
Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

### DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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