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Retail Adult Incontinence in Taiwan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail adult incontinence is the big winner in tissue and hygiene in Taiwan
Vinda maintains its lead, albeit losing share, while United Charm gains
Health and beauty specialists remain the largest distribution channel, as e-commerce loses share and supermarkets gain

PROSPECTS AND OPPORTUNITIES

Retail adult incontinence is set to be the CAGR winner in tissue and hygiene
International brands dominate due to stronger entry barriers in adult incontinence
In-store sales expected to remain stronger than online

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Tissue and Hygiene in Taiwan - Industry Overview

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DISCLAIMER

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