



Euromonitor
International

Retail Adult Incontinence in New Zealand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The ageing population drives volume growth, while unit price slows as inflationary pressures ease
Asaleo Care Ltd and Kimberly-Clark New Zealand maintain their firm leads
Supermarkets remains the leading channel while health and beauty specialists increase share

PROSPECTS AND OPPORTUNITIES

The ageing population is expected to continuing driving growth in retail adult incontinence
The share of retail e-commerce is expected to grow as online retail rises
Sustainability trends are set to shape product innovation, aligning with rising demands

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Tissue and Hygiene in New Zealand - 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-new-zealand/report.