



# Retail Adult Incontinence in France

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowed growth for retail adult incontinence in 2024  
Essity leads companies, while P&G's Always Discreet heads up brands  
Hypermarkets as key channel, and innovation focuses on sustainability

PROSPECTS AND OPPORTUNITIES

Steady rises predicted for forecast period  
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Growth supported by national health system, while reusable options hold potential for growth

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Tissue and Hygiene in France - Industry Overview

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DISCLAIMER

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