

# Retail Adult Incontinence in Norway

March 2025

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# Retail Adult Incontinence in Norway - Category analysis

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#### 2024 DEVELOPMENTS

Ageing population and shifting attitudes drive category growth Essity maintains dominance while private label intensifies competition Health and beauty specialists lead, while e-commerce sees strongest growth

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Expanding customer base will support long-term growth E-commerce to gain further traction through convenience and discretion Sustainability and innovation to shape the future of incontinence products

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