

Retail Adult Incontinence in Switzerland

April 2025

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Retail Adult Incontinence in Switzerland - Category analysis

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2024 DEVELOPMENTS

Ageing population and lifestyle shifts drive continued category growth Essity strengthens its leadership through innovation and trust Modern retail dominates, while e-commerce sees exponential growth

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Category to grow in response to demographic and lifestyle changes E-commerce to facilitate customised and discreet solutions Sustainability to become a standard in product innovation

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