



Euromonitor
International

Retail Adult Incontinence in Argentina

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate/heavy incontinence records positive retail volume growth despite economic challenges
Kimberly Clark retains its lead, with local player Hisan SA in second place
Consumers shift from modern to traditional retailers as price point is key in 2024

PROSPECTS AND OPPORTUNITIES

Growth is set to be bolstered by rising awareness and the ageing population
Retail e-commerce is expected to grow as specialist stores improve their online services
Innovations in light incontinence are set to focus on skincare and hygiene

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Tissue and Hygiene in Argentina - Industry Overview

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DISCLAIMER

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