



Retail Adult Incontinence in Thailand

March 2024

Table of Contents

Retail Adult Incontinence in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Thailand's ageing population remains the key driver of demand for retail adult incontinence in 2023

Low Prices, odour control, and comfort inform purchasing decisions in 2023

Price controls limit value growth while light adult incontinence products remain the most dynamic

PROSPECTS AND OPPORTUNITIES

The Ascendance of the Adult Incontinence Market in Thailand

New product development and innovation could help add further fuel to the growth of retail adult incontinence

Increasing use of organic and natural materials as consumers focus on comfort

CATEGORY DATA

Table 1 - Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 2 - Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 4 - LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 5 - Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 6 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

Tissue and Hygiene in Thailand - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 - Birth Rates 2018-2023

Table 8 - Infant Population 2018-2023

Table 9 - Female Population by Age 2018-2023

Table 10 - Total Population by Age 2018-2023

Table 11 - Households 2018-2023

Table 12 - Forecast Infant Population 2023-2028

Table 13 - Forecast Female Population by Age 2023-2028

Table 14 - Forecast Total Population by Age 2023-2028

Table 15 - Forecast Households 2023-2028

MARKET DATA

Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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