



Retail Adult Incontinence in Croatia

March 2024

Table of Contents

Retail Adult Incontinence in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ageing population and increased product awareness support sales in 2023
Women often opt for menstrual care products due to the stigma associated with adult incontinence
Portfolio diversification to target specific consumer groups

PROSPECTS AND OPPORTUNITIES

Stable growth driven by an ageing population
E-commerce set to gain ground, offering discretion and advice
More sustainable products and products specifically designed for men expected

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 Croatia - 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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