

# Retail Adult Incontinence in Latvia

May 2025

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Retail demand is rising but remains very limited

Essity AB's Tena remains the clear leader

Pharmacies and grocery retailers dominate distribution

### PROSPECTS AND OPPORTUNITIES

Rate of growth in constant value sales will slow significantly

Purchasers of moderate/heavy adult incontinence products will seek maximum absorbency and leakage protection

More specialised products will be launched

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