



Euromonitor
International

Retail Adult Incontinence in Australia

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Increasing awareness of incontinence helps drive category sales
- Essity extends lead over Kimberly-Clark
- Strong distribution mix between supermarkets and e-commerce

PROSPECTS AND OPPORTUNITIES

- Greater awareness set to expand target audience to younger consumers
- Sustainability will be key to future development and innovation
- E-commerce helps support access to retail adult incontinence in Australia

CATEGORY DATA

- Table 1 - Sales of Retail Adult Incontinence by Category: Value 2019-2024
- Table 2 - Sales of Retail Adult Incontinence by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Retail Adult Incontinence: % Value 2020-2024
- Table 4 - LBN Brand Shares of Retail Adult Incontinence: % Value 2021-2024
- Table 5 - Forecast Sales of Retail Adult Incontinence by Category: Value 2024-2029
- Table 6 - Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2024-2029

Tissue and Hygiene in Australia - Industry Overview

EXECUTIVE SUMMARY

- Tissue and hygiene in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 - Birth Rates 2019-2024
- Table 8 - Infant Population 2019-2024
- Table 9 - Female Population by Age 2019-2024
- Table 10 - Total Population by Age 2019-2024
- Table 11 - Households 2019-2024
- Table 12 - Forecast Infant Population 2024-2029
- Table 13 - Forecast Female Population by Age 2024-2029
- Table 14 - Forecast Total Population by Age 2024-2029
- Table 15 - Forecast Households 2024-2029

MARKET DATA

- Table 16 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 17 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 18 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 19 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 20 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 21 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 22 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 23 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 24 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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