



Retail Adult Incontinence in Saudi Arabia

March 2024

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Retail Adult Incontinence in Saudi Arabia - Category analysis

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2023 DEVELOPMENTS

Increasing awareness and product accessibility improve sales of adult incontinence products through retail in Saudi Arabia

Innovation and new product development by key players help to sustain growth trajectory

Retail e-commerce continues to emerge as a significant channel for adult incontinence

PROSPECTS AND OPPORTUNITIES

Category outlook is positive as awareness and development are set to continue apace in the forecast period

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DISCLAIMER

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