



Retail Adult Incontinence in Romania

March 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing demand for retail adult incontinence is driven by the ageing population
TZMO Romania Srl leads, offering its established brand Seni to consumers
Hypermarkets remain the leading distribution channel while discounters improve its share

PROSPECTS AND OPPORTUNITIES

Retail adult incontinence is expected to record significant growth, driven by the ageing population
Modern retailers are expected to lead sales, offering consumers convenience and product variety
Innovation is set to focus on comfort, absorption, and sustainability

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 Romania - 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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