

## Incontinence - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The incontinence category will be the US absorbent hygiene industry's salvation, as it is the only sector with favorable demographics. An aging population and growing risk factors among younger consumers will deliver \$579.1 million in new sales through 2023 (see Market Size and Forecast)."

**- Jamie Rosenberg, Senior Global Analyst,  
Household & Personal Care**

This report looks at the following areas:

- Brands need to adapt to meet changing consumer needs
- The cost of incontinence products will become a growth barrier

Although the absorbent hygiene market is otherwise flat, the outlook for adult incontinence products portends robust growth. While much of this growth is driven by an aging population, nearly half of women aged 18-54 are using period products for bladder leakage. As such, transitioning these consumers to the right products for their condition would dramatically increase the size of the market. Looking ahead, preventing bladder leakage will represent an important secondary market that will provide both threats and opportunities for existing incontinence brands.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Private label is winning in traditional outlets
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