

# Incontinence - US - February 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the adult incontinence market.
- Market share and competitive developments
- Opportunities for senior focused ecommerce
- Opportunities for natural incontinence products
- Product innovation
- Consumer attitudes and behaviors



"Incontinence is in part an age-related disorder and so an older population means a bigger market. But younger consumers report both increased instances and severity of incontinence. This, along with a consumer shift from menstrual products to proper incontinence products for light bladder leakage, is growing the category."

– **Jamie Rosenberg, Senior Global Analyst, Household and Personal Care**

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