“The UK’s ageing population has helped to create a fast-growing incontinence products market. That rosy picture doesn’t extend to the sanitary protection and feminine hygiene categories, however. The former is contending with a long-term fall in sales, while the latter is struggling to really convince consumers as to what benefits they can offer.”

– Hera Crossan, Research Analyst

This report looks at the following areas:

- Ageing consumers will power incontinence category for years to come
- Feminine hygiene brands could reinvigorate their approach to re-engage consumers

Growth in the feminine hygiene, sanitary protection and incontinence products market has remained relatively slow, falling from 2.5% in 2017 to an estimated 1.3% in 2018, taking the overall market to £484 million. The incontinence products category remains the growth engine of the market, increasing by an estimated 9.6% in 2018 and offsetting another estimated 5.2% fall in the larger sanitary protection category.

The UK’s ageing population is projected to act as a major driver of growth in the incontinence products category in the long term, while the feminine hygiene category continues to face issues with fluctuating sales and disengaged consumers. The long-term decline in value sales of sanitary protection products shows little sign of abating, and the 5% price cuts implemented by supermarkets over the past year have exacerbated the fall.

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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Adult incontinence
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