

Incontinence - US - December 2019

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This report looks at the following areas:

- Risk factors are growing among younger consumers
- Many women still use period products for incontinence



"The US incontinence market grew based on an acceleration of the same growth drivers that were prominent in 2018, such as a transition from period products to dedicated incontinence products, the continued aging of the population and growing bladder leakage due to lifestyle issues."

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

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