



Euromonitor
International

Retail Adult Incontinence in South Korea

May 2026

Table of Contents

Retail Adult Incontinence in South Korea - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Yuhan Kimberly Co Ltd Expands Solutions for Active Seniors

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Yuhan Kimberly Co Ltd Expands Solutions for Active Seniors

Chart 2 - Depend Introduces Booster Pads for Pants-Type Incontinence Products

Lifree Redefines Comfort

Chart 3 - LG Unicharm's Lifree Brand Launches Slim Underwear

Yuhan-Kimberly'S Campaign Empowers Seniors to Shop with Confidence

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Home-Based Care Policies Accelerate Growth of Discreet Incontinence Solutions

Demand Shifts toward Lifestyle-Aligned Light Incontinence Solutions

Chart 7 - Analyst Insight for Retail Adult Incontinence

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yuhan Kimberly Co Ltd Broadens Portfolio to Reinforce Brand Leadership

Innovation and Evolving Demand Reshape Competitive Dynamics

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Retail E-Commerce Continues to Gain Share as Brands Expand Direct-To-Consumer Reach

Hanaro Mart Offers Affordable Private Label for Older Shoppers

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail Adult Incontinence

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail Adult Incontinence

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in South Korea - Industry Overview

EXECUTIVE SUMMARY

Retail Adult Incontinence Sees Dynamic Growth, Supporting Overall Category Sales as Nappies/Diapers/Pants Contract

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Retail Adult Incontinence Sees Dynamic Growth, Supporting Overall Category Sales as Nappies/Diapers/Pants Contract

Yuhan Kimberly Co Ltd'S Sets New Standard for Skin Health and Premiumisation

Chart 21 - Yuhan-Kimberly Launches Dermatologically Tested Premium Hygiene

Innovations Focus on Inclusivity and Convenience

Chart 22 - Secretday Expands Disposable Period Pants Lineup to Meet Rising Demand for Convenience

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Online Platforms Reshape Purchasing Patterns, with Bulk Buying a Popular Trend

Chart 25 - Analyst Insight for Tissue and Hygiene

Ingredient Transparency and Health Benefits Command Premium Pricing

Senior Care Innovations Will Increasingly Be Based on Convenience for Home-Care Needs

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yuhan Kimberly Co Ltd Leverages Wide Portfolio of Trusted Brands to Maintain Leadership

Digital-First Brands Fuel Pricing Wars in Bulk-Buying Trend

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Digital-Native Brands Accelerate Online Dominance through Bulk Strategies

Offline Retail Loses Share as E-Commerce Surges

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-adult-incontinence-in-south-korea/report.