



**Euromonitor  
International**

# Retail Adult Incontinence in the United Kingdom

April 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Retail Adult Incontinence Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

### INDUSTRY PERFORMANCE

Demographic Trends Remain a Key Growth Avenue

Chart 2 - Tena Launches Campaign to Decrease Stigma

Light Incontinence Leads Usage While Male-Focused Innovation Accelerates Growth

Chart 3 - ViraCare Launches New Range for Men

Destigmatisation, Innovation and Convenience Provide Key Growth Drivers

Chart 4 - Tena Introduces New Tena ProSkin Pants

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

### WHAT'S NEXT?

Awareness Campaigns to Continue to Give Confidence to the Underserved Male Consumer Group

Absorbency-Focused Innovation to Accelerate Growth in Moderate/Heavy Adult Incontinence

Reusable Solutions and Comfort to Reshape Consumers' Purchasing Decisions

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Essity Strengthens Lead as Rivals Lose Ground

Chart 10 - Analyst Insight for Retail Adult Incontinence

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

### CHANNELS

E-Commerce Leverages Convenience and Discreetness to Outpace Offline Rivals

Chart 13 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 14 - Economic Context for Retail Adult Incontinence

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 17 - Consumer Context for Retail Adult Incontinence

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Persistent Demand for Advanced Features, Comfort and Eco-Friendly Products

Chart 22 - Andrex Ultimate Fresh XL Hygiene Wipes

Demographic Trends Play a Strong and Growing Role in Tissue and Hygiene

Chart 23 - Fluus Launches in Tesco

Novelties Address Consumers' Sustainability, Hygiene and Convenience Concerns

Chart 24 - The Cheeky Panda Unveils Bamboo based Products

Chart 25 - Value Sales 2020-2030

Chart 26 - Value Sales by Category 2025

## WHAT'S NEXT?

Demographic Trends to Continue to Exert a Strong Influence on Category Performances

Eco-Innovation and Premiumisation to Reshape Consumer Loyalty and Competition

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Kimberly-Clark and Procter & Gamble Maintain Lead as Private Label Competes on Price

Chart 29 - Analyst Insight for Tissue and Hygiene

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

## CHANNELS

Shift From Retail Offline to Online

Subscription Models, Seamless Shopping and Broad Assortments Fuel Online Loyalty

Chart 32 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 33 - Economic Context for Menstrual Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 36 - Consumer Context for Menstrual Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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-the-united-kingdom/report](http://www.euromonitor.com/retail-adult-incontinence-in-the-united-kingdom/report).