



Euromonitor
International

Retail Adult Incontinence in Croatia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

INDUSTRY PERFORMANCE

Hzzo Supports Access and Reduces Costs, Sustaining Growth

Chart 1 - HZZO Increases 2025 Budget

Essity Drives Premium Growth as Consumers Shift to Higher-Value Pants

Chart 2 - TENA High Waist Underwear

Hartmann Redefines Convenience with Reusable Absorbent Underwear Launch

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Discreet Pants and Technology Investments to Reshape Consumer Preferences

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Abena Leverages Clinical Ties to Reinforce Leadership

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Dominance as Grocery Formats Gain Ground

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail Adult Incontinence

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail Adult Incontinence

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Tissue and Hygiene in Croatia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Government Price Caps Reshape Purchasing as Affordability Dominates

Premiumisation Holds Firm in Retail Tissue

Chart 19 - Violeta Double Care Strengthens Premium Positioning

E-Commerce Gains Ground as a Strategic Channel

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label Strengthens as Brands Expected to Prioritise Value Messaging

Adult Incontinence Leads Growth as Nappies Set to Face Demographic Headwinds

Retailers Expand E-Commerce and Delivery to Reach Rural Consumers

Chart 22 - Analyst Insight for Tissue and Hygiene

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Violeta and Private Label Increase Pressure on Mid-Tier Brands

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Discounters Attract Cost-Conscious Shoppers with Affordable Tissue and Hygiene

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-croatia/report.