



Euromonitor
International

Rx/Reimbursement Adult Incontinence in the US

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rx/Reimbursement Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Rx/Reimbursement Adult Incontinence

INDUSTRY PERFORMANCE

Medicaid Budget Cuts Prompt States to Reconsider Incontinence Support

Chart 2 - Reimbursement Adult Incontinence Under Threat from Medicaid Budget Cuts

Expanded Product Design Empowers Independent Purchasing among Older Adults

Chart 3 - Comfort-Focused Design Expands Choice and Encourages Independent Purchasing

Chart 4 - Volume Sales of Rx/Reimbursement Adult Incontinence 2020-2030

WHAT'S NEXT?

Medicaid Funding Cuts to Restrict Access to Essential Supplies for Recipients

Medicaid Recipients to Shift to Alternative Insurance as Access Tightens

Chart 5 - Forecast Value Sales of Rx/Reimbursement Adult Incontinence 2020-2030

ECONOMIC CONTEXT

Chart 6 - Economic Context for Rx/Reimbursement Adult Incontinence

Chart 7 - Real Gdp Growth 2020-2030

Chart 8 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 9 - Consumer Context for Rx/Reimbursement Adult Incontinence

Chart 10 - Population 2020-2030

Chart 11 - Consumer Expenditure 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Ongoing Price Sensitivity Even as Inflation Eases

Innovation Drives Growth across Retail Tissue, Retail Adult Incontinence, and Menstrual Care

Several Categories See a Move Towards Premiumisation

Chart 14 - Procter & Gamble launches Always Pocket Flexfoam for Portability and Superior Protection

Needs of Eco-Conscious Consumers Addressed with New Nappy/Diaper Launch

Chart 15 - Cottonsie Introduces First-Ever All-Cotton Nappy/Diaper

Holistic Expansion through Fostering Emotional and Mental Connections

Chart 16 - Kimberly-Clark Releases Toilet Paper with Scented Tube

Chart 17 - Value Sales of Tissue and Hygiene 2020-2030

Chart 18 - Value Sales of Tissue and Hygiene by Category 2025

WHAT'S NEXT?

Retail E-Commerce and Natural Brands Set to Reshape Purchasing Habits

Chart 19 - Analyst Insight for Tissue and Hygiene

Retail Adult Incontinence to See Innovation for an Ageing Population

Sustainability, Digitalisation and Regulation Likely to Accelerate Product Transformation

Chart 20 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 21 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Kimberly-Clark Defend Their Lead Even as Challengers Gain

Chart 22 - Company Shares of Tissue and Hygiene 2025

Chart 23 - Brand Shares of Tissue and Hygiene 2025

CHANNELS

Hypermarkets Retains the Top Position While Retail E-Commerce Reshapes Convenience

Chart 24 - Retail Channels for Tissue and Hygiene 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Menstrual Care

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Menstrual Care

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - 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/rx-reimbursement-adult-incontinence-in-the-us/report.