



Euromonitor
International

Retail Adult Incontinence in Sweden

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Essity Drives Growth by Elevating User Experience through Innovation

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Essity Drives Growth by Elevating User Experience through Innovation

Tena Discreet Ultra Captures Premium Demand in Light Adult Incontinence

Abena and Essity Raise Standards with User-Centric Premium Launches

Chart 2 - Tena Meets Evolving Demands

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Tena Sets Sustainability Targets as Brands Align Innovation with Evolving Consumer Values

E-Commerce Attracts New Buyers as Convenience and Privacy Drive Channel Shifts

Light Adult Incontinence Expands with New Users and Premium Features

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Dominates, but Competitors Gain Ground

Private Label Sees Growing Success

Chart 8 - Analyst Insight for Retail Adult Incontinence

Chart 9 - Tena Discreet Ultra Delivers Premium Features

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Build Trust to Lead Sales

E-Commerce Expands by Meeting Demand for Privacy and Convenience

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 Sweden - Industry Overview

EXECUTIVE SUMMARY

The Market Delivers Innovation-Driven Gains as Sweden's Population Ages and Spending Rises

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

The Market Delivers Innovation-Driven Gains as Sweden's Population Ages and Spending Rises

Sustainability and Premiumisation Inform Innovation and Reshape Purchasing Decisions

The Kind at Sea Hill and Orkla Care Meet Demand for Wellness and Sustainability with Certified Launches

Chart 21 - BAM Bamboo Pads Embrace Clean Wellness Ethos

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Discounters and E-Commerce Are Reshaping Purchasing Habits as Affordability Pressures Persist

Retail Tissue Sustains Its Lead as Adult Incontinence Accelerates with Demographic Change

Households Set a New Baseline for Sustainability with Consumers Unwilling to Pay a Green Premium

Chart 24 - Grumme Launches Sustainable Wipes

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Narrows the Gap

Chart 27 - Analyst Insight for Tissue and Hygiene

New Launches Fortify Essity'S Brand Loyalty

Chart 28 - Libero Touch Delivers Premium Value

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales While Budget Pressures Push Shoppers Towards Discounters

Grocery Retailers Leverage Omnichannel Strategies and Partnerships for Growth

Retail E-Commerce and Discounters Set to Reshape Competition and Innovation

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Tissue and Hygiene

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Tissue and Hygiene

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-sweden/report.