



Euromonitor  
International

# Rx/Reimbursement Adult Incontinence in Poland

May 2026

Table of Contents

## Rx/Reimbursement Adult Incontinence in Poland - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Bella Drives Cost-Conscious Product Selection under Reimbursement Pressure

#### KEY INDUSTRY TRENDS

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

#### INDUSTRY PERFORMANCE

Bella Drives Cost-Conscious Product Selection under Reimbursement Pressure

Chart 2 - Bella Absorbent Pants Support Affordability

Eco by Naty Targets Niche Demand for Sustainable Reimbursement Products

Chart 3 - Eco by Naty Introduces Eco-certified Incontinence Liners

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

#### WHAT'S NEXT?

Patients and Caregivers Prioritise Affordability as Reimbursement Limits Persist

Chart 6 - Forecast Value Sales 2020-2030

#### ECONOMIC CONTEXT

Chart 7 - Economic Context for Rx/Reimbursement Adult Incontinence

Chart 8 - Real GDP Growth 2020-2030

Chart 9 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 10 - Consumer Context for Rx/Reimbursement Adult Incontinence

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

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

### EXECUTIVE SUMMARY

Retailers Leverage Private Label to Drive Volume Growth through Affordability

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Tissue and Hygiene

#### INDUSTRY PERFORMANCE

Retailers Leverage Private Label to Drive Volume Growth through Affordability

Chart 15 - Biedronka Expands Queen Private Label to Meet Affordability Needs in Toilet Paper

Retail Adult Incontinence Accelerates as Ageing Polish Population Reshapes Demand

Brands Use Clean Wellness and Sustainability to Defend Value Amid Price Pressure

Chart 16 - Cheeky Panda Brings Clean, Bamboo-Based Kitchen Towels to Polish Eco-Focused Consumers

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

#### WHAT'S NEXT?

Discounters Expand Private Label to Meet Demand for Value  
Declining Birthrate and Demographic Pressure to Impact Nappies/Diapers/Pants  
Sustainability and Wellness Become Baseline Expectations for New Products  
Chart 19 - Analyst Insight for Tissue and Hygiene  
Chart 20 - Forecast Value Sales 2020-2030  
Chart 21 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Jeronimo Martins Polska Faces Growing Private Label Pressure as Share Declines  
Chart 22 - Company Shares 2025  
Chart 23 - Brand Shares 2025

## CHANNELS

Discounters Attract Cost-Focused Shoppers and Drive Private Label Growth  
E-Commerce Grows Supported by Bulk Purchases and Convenience  
Chart 24 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 25 - Economic Context for Tissue and Hygiene  
Chart 26 - Real GDP Growth 2020-2030  
Chart 27 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 28 - Consumer Context for Tissue and Hygiene  
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-poland/report](http://www.euromonitor.com/rx-reimbursement-adult-incontinence-in-poland/report).