



Euromonitor
International

Rx/Reimbursement Adult Incontinence in the United Kingdom

April 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nhs Waiting Times Shift Consumer Behaviour

KEY INDUSTRY TRENDS

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

INDUSTRY PERFORMANCE

Nhs Waiting Times Shift Consumer Behaviour

Chart 2 - Ontex Launches iD Discreet range in Europe

Ontex Launches a Key New Range and Develops an Education Initiative

Chart 3 - Ontex Academy Issues Over 2000 Certificates to Healthcare Professionals

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

WHAT'S NEXT?

Consumers Shift to Retail Alternatives as Nhs Access Delays Persist

Chart 6 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Tena Sustains Leadership as Alternatives Lack Strong Evidence

CHANNELS

Nhs Distribution Model Leaves No Room for Retail Channel Shifts

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 the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

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

Chart 15 - Andrex Ultimate Fresh XL Hygiene Wipes

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

Chart 16 - Fluus Launches in Tesco

Novelties Address Consumers' Sustainability, Hygiene and Convenience Concerns

Chart 17 - The Cheeky Panda Unveils Bamboo based Products

Chart 18 - Value Sales 2020-2030

Chart 19 - 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 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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

Chart 22 - Analyst Insight for Tissue and Hygiene

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Shift From Retail Offline to Online

Subscription Models, Seamless Shopping and Broad Assortments Fuel Online Loyalty

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Menstrual Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Menstrual Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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.

