



Retail Adult Incontinence in Bosnia and Herzegovina

May 2026

Retail Adult Incontinence in Bosnia and Herzegovina - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Esensa Doo Targets Cautious Buyers as Value Sales Rise

INDUSTRY PERFORMANCE

Esensa Doo Targets Cautious Buyers as Value Sales Rise

Chart 1 - Price Sensitivity Is Significant as Product Price Increases Continue

Abena as Drives Premium Innovation for Affluent Seniors

Isplatise.Ba and Others Expand Reach through Online Convenience

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Online Retailers Expected to Accelerate Digital Shift to Meet Ageing Consumers' Needs

Sustainable Materials and Private Label Innovation Set to Transform Consumer Choice

Moderate and Heavy Solutions Anticipated to Gain Ground as Demand Shifts with Ageing

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Violeta Doo Leverages Local Loyalty to Sustain Dominance

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialist Retailers Drive Channel Leadership with Value Offers

Online Retailers Expand Reach as E-Commerce Gains Momentum

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ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail Adult Incontinence

Chart 11 - Real Gdp Growth 2020-2030

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CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail Adult Incontinence

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

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Tissue and Hygiene in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

Consumers Value Affordability Amidst Population Decline and Cost-Of-Living Pressures

KEY DATA INSIGHTS

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INDUSTRY PERFORMANCE

Consumers Value Affordability Amidst Population Decline and Cost-Of-Living Pressures

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Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

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Sustainability Anticipated to Reshape Product Innovation

Distribution Landscape Set to Remain Stable, While E-Commerce Is Set to Gain Traction

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Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Supermarkets Consolidate Leadership as Small Local Grocers Retain Loyal Shoppers

Ananas.Ba Accelerates Online Growth as Retail E-Commerce Outpaces All Channels

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Tissue and Hygiene

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