



Euromonitor
International

Rx/Reimbursement Adult Incontinence in Argentina

May 2026

Rx/Reimbursement Adult Incontinence in Argentina - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Government Supply Ensures Essential Access Despite Budget Cuts

KEY INDUSTRY TRENDS

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

INDUSTRY PERFORMANCE

Government Supply Ensures Essential Access Despite Budget Cuts

Public Sector Maintains Basic Product Offering as Population Ages

Pensioners' Complaints Prompt Scrutiny of Basic Product Quality

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

WHAT'S NEXT?

Pami Prioritises Basic Access as Elderly Population Set to Increase

Chart 4 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Liberty and Nochissimo Secure Lead as Rivals Exit Distribution

CHANNELS

Pami Transitions to Home Delivery, Replacing Pharmacy Pick-Up

ECONOMIC CONTEXT

Chart 5 - Economic Context for Rx/Reimbursement Adult Incontinence

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 8 - Consumer Context for Rx/Reimbursement Adult Incontinence

Chart 9 - Population 2020-2030

Chart 10 - Consumer Expenditure 2020-2030

Chart 11 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Argentina - Industry Overview

EXECUTIVE SUMMARY

Premiumisation Remains a Key Trend as Consumers Prioritise Comfort

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 12 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Premiumisation Remains a Key Trend as Consumers Prioritise Comfort

Clean Wellness and Segmentation Drive Category Growth

Chart 13 - Huggies Launches Premium Diapers For Sensitive Skin

Chart 14 - Value Sales 2020-2030

Chart 15 - Value Sales by Category 2025

WHAT'S NEXT?

Declining Birth Rates Are Expected to Have Negative Effect on Nappies/Diapers/Pants

Chart 16 - Analyst Insight for Tissue and Hygiene

Hypermarkets Expected to Win Back Consumers with Promotions and Engaging Shopping Experiences

Chart 17 - Forecast Value Sales 2020-2030

Chart 18 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Softys and Kimberly-Clark Strengthen Lead as Innovation Offsets Private Label Losses

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Hypermarkets Expand Reach as Price Controls End and Shoppers Seek Variety

E-Commerce Gains Momentum as Older Shoppers Adapt and Platforms Improve

Chart 21 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 22 - Economic Context for Tissue and Hygiene

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Tissue and Hygiene

Chart 26 - Population 2020-2030

Chart 27 - Consumer Expenditure 2020-2030

Chart 28 - 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-argentina/report.