



Euromonitor  
International

# Retail Adult Incontinence in Belgium

April 2026

Table of Contents

## Retail Adult Incontinence in Belgium - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Private Label Expands Shelf Space for High-Absorption Solutions

#### INDUSTRY PERFORMANCE

Private Label Expands Shelf Space for High-Absorption Solutions

Chart 1 - Demand Grows for Retail Adult Incontinence

Heavier Solutions Outpace Pads as Men Drive Demand

Chart 2 - Value Sales of Retail Adult Incontinence 2020-2030

Chart 3 - Volume Sales of Retail Adult Incontinence 2020-2030

Chart 4 - Value Sales of Retail Adult Incontinence by Category 2025

#### WHAT'S NEXT?

Men and Heavy Solutions Set to Broaden Product Offerings and Boost Demand

Digital Adoption and Subscription Models Expected to Transform Buying Habits and Loyalty

Chart 5 - Forecast Value Sales of Retail Adult Incontinence 2020-2030

Chart 6 - Forecast Value Sales of Retail Adult Incontinence by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Tena Sustains Leadership as Molicare Addresses Heavy Solutions

Chart 7 - Company Shares of Retail Adult Incontinence 2025

Chart 8 - Brand Shares of Retail Adult Incontinence 2025

#### CHANNELS

Mainstream Retailers Expand Heavy Solutions as Stigma Recedes

E-Commerce Platforms Gain Traction with Discreet Bulk Buying

Chart 9 - Retail Channels for Retail Adult Incontinence 2020-2025

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail Adult Incontinence

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

#### 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

#### COUNTRY REPORTS DISCLAIMER

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

#### EXECUTIVE SUMMARY

Colruyt'S Expanded Private Label Wipes Prompt Branded Discounting

#### KEY DATA INSIGHTS

#### INDUSTRY PERFORMANCE

Colruyt'S Expanded Private Label Wipes Prompt Branded Discounting

Chart 17 - Ecopop's Subscription Service Reduces Purchase Friction

Moi Et Marie'S Period Underwear Expands Convenience-Driven Innovation

Sanytol'S Biodegradable Wipes Win Hospital Tenders Amid Stricter Rules

Chart 18 - Value Sales of Tissue and Hygiene 2020-2030

Chart 19 - Value Sales of Tissue and Hygiene by Category 2025

## WHAT'S NEXT?

Male-Focused Innovation and E-Commerce Set to Reshape Incontinence Sales

Reusable Nappies and Subscription Models Set to Erode Disposable Diaper Volume

Subscription Services and Digital Brands Projected to Bypass Shelf Constraints

Chart 20 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 21 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

## COMPETITIVE LANDSCAPE

Pampers and Private Label Outpace Rivals with Targeted Innovation and Promotion

Moi Et Marie and O.B. Disrupt Tradition with Period Underwear and Clean-Wellness Launches

Chart 22 - Company Shares of Tissue and Hygiene 2025

Chart 23 - Brand Shares of Tissue and Hygiene 2025

## CHANNELS

Supermarkets Defend Leadership as Discounters and E-Commerce Accelerate Share Gains

Health Specialists and Subscription Models Reshape Access to Hygiene Products

Online Platforms Drive Growth in Discreet and Premium Hygiene Purchases

Chart 24 - Retail Channels for Tissue and Hygiene 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.

