



Euromonitor
International

Retail Adult Incontinence in Serbia

April 2026

Table of Contents

Retail Adult Incontinence in Serbia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Abena Introduces Male-Specific Innovation to Boost Product Adoption

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Abena Introduces Male-Specific Innovation to Boost Product Adoption

Chart 2 - Abena Launches Light Adult Incontinence Shield for Men

Premium Offerings to Meet Rising Demand for Comfort

Chart 3 - Seni Extends Assortment of Premium Adult Incontinence

Health and Beauty Specialists Win Price-Sensitive Shoppers with Aggressive Discounting

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Manufacturers to Accelerate Innovation to Capture Demand for Discreet Comfort

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Established Players Maintain Their Lead through Innovation and Broad Distribution

Chart 9 - Analyst Insight for Retail Adult Incontinence

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand Share by Offering Discounts and Trusted Advice

E-Commerce Gains Traction as Pharmacies Promote Online Convenience and Home Delivery

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail Adult Incontinence

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail Adult Incontinence

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Serbia - Industry Overview

EXECUTIVE SUMMARY

Discounters Expand Private Label Offerings as Price Sensitivity Rises

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Discounters Expand Private Label Offerings as Price Sensitivity Rises

Chart 21 - Dm Expands Private Label Offering

Top International Brands Respond with Plastic-Free Wipes to Private Label Product Competition

Chart 22 - Pampers Offers 0% Plastic Wipes

Leading Players Promote Eco-Friendly Tissue with Natural Cellulose

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label and Discounter Strategies to Reshape Consumer Preferences

Retail Tissue to Maintain Lead as Adult Incontinence Accelerates

Innovation and Sustainability to Drive Competitive Responses to Price Pressure

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Dreniknd Doo Strengthens Lead through Innovation and Broad Distribution

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Retailers Drive Store Visits with Affordability as Shoppers Prioritise Price

E-Commerce Stalls as Shoppers Return to Stores for Essentials

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/retail-adult-incontinence-in-serbia/report.