



Euromonitor
International

Retail Adult Incontinence in Panama

April 2026

Table of Contents

Retail Adult Incontinence in Panama - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Technological Innovation Drives Growth as Light Incontinence Expands Fastest

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Technological Innovation Drives Growth as Light Incontinence Expands Fastest

Chart 2 - Tena Improves Key Features Like Leakage Protection and Skin Care

Tena Expands Men's Offering Addressing Underserved Segment

Chart 3 - Tena Expands its Offering, Introducing Men's Shields

Value Packs Intensify Competition in Atomised Market

Chart 4 - Value Sales of Retail Adult Incontinence 2020-2030

Chart 5 - Volume Sales of Retail Adult Incontinence 2020-2030

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

WHAT'S NEXT?

Ageing Population Set to Drive Demand for Specialised Comfort-Focused Products

Consumer Sophistication Anticipated to Shift Focus From Price to Innovation and Enhanced Features

Chart 7 - Analyst Insight for Retail Adult Incontinence

Chart 8 - Forecast Value Sales of Retail Adult Incontinence 2020-2030

Chart 9 - Forecast Value Sales of Retail Adult Incontinence by Category 2025-2030

COMPETITIVE LANDSCAPE

Tena Extends Lead with Innovation While Attends Gains on Value

Chart 10 - Company Shares of Retail Adult Incontinence 2025

Chart 11 - Brand Shares of Retail Adult Incontinence 2025

CHANNELS

Supermarkets Dominate through Bulk Discounts as E-Commerce Remains Absent

Chart 12 - Retail Channels for Retail Adult Incontinence 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 Panama - Industry Overview

EXECUTIVE SUMMARY

El Rey Premium Private Label Captures Price-Sensitive Shoppers

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

El Rey Premium Private Label Captures Price-Sensitive Shoppers

Chart 21 - El Rey Launches 3-Ply Toilet Paper

Huggies Dermacare Sets Premium Standard for Skin Health

Chart 22 - Kimberly-Clark Launched Huggies Dermacare Diapers

Tena Expands Male Hygiene Solutions to Address Unmet Demand

Chart 23 - Value Sales of Tissue and Hygiene 2020-2030

Chart 24 - Value Sales of Tissue and Hygiene by Category 2025

WHAT'S NEXT?

Private Label Positioned to Challenge Brands through Premium Expansion

Ageing Population Set to Drive Adult Incontinence Expansion

Chart 25 - Analyst Insight for Tissue and Hygiene

Convenience Is Expected to Drive Disposable Pants and Multi-Use Solutions

Chart 26 - Forecast Value Sales of Tissue and Hygiene 2020-2030

Chart 27 - Forecast Value Sales of Tissue and Hygiene by Category 2025-2030

COMPETITIVE LANDSCAPE

Agencias Feduro Expands Share as Private Label Rises

Chart 28 - Company Shares of Tissue and Hygiene 2025

Chart 29 - Brand Shares of Tissue and Hygiene 2025

CHANNELS

Supermarkets and Hypermarkets Lead through Assortment While E-Commerce Remains Niche

Chart 30 - Retail Channels for Tissue and Hygiene 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-panama/report.