



Euromonitor
International

Retail Adult Incontinence in Colombia

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Skincare Innovations Accelerate Premium Sales

Chart 2 - Tena Revamps Image

Brands Offering Inclusive and Lifestyle-Orientated Solutions Boost Growth

Chart 3 - Tena Addresses Consumer Needs

E-Commerce Offers Convenient and Discreet Solutions

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Growing Ageing Population to Sustain Demand for Retail Adult Incontinence

Female Health Needs and Destigmatisation to Continue Driving Sales

Tena'S Premium Pricing to Slow Light Incontinence Adoption Despite Demand

Chart 7 - Analyst Insight for Retail Adult Incontinence

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tena Sustains Dominance through Exclusive Light Incontinence Offer

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Leverage Promotions to Drive Sales

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 Colombia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Affordability Trend Drives Value-Based Demand as Consumers Shift Spending

Chart 21 - Discounters Offer Premium Products at Affordable Prices

Premiumisation Trend Builds as Consumers Demand Enhanced Features

Chart 22 - New improvements to Familia

Huggies Dermacare Elevates Skin Health and Product Innovation for Families

Chart 23 - Huggies Dermacare Diapers

Chart 24 - Value Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label Upgrades Products and Commercial Brands Intensify Innovation

Ageing Demographic to Accelerate Growth for Convenient and Discreet Formats

Eco Claims in Disposable Products Gain Traction While Reusable Products Remain Niche

Chart 26 - Analyst Insight for Tissue and Hygiene

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity and Tecnoquímicas Defend Share as Private Label Competition Intensifies

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Discounters Capture Household Spending as Private Label Widens Appeal

E-Commerce Expands Reach via Pharmacy Apps and Rapid Delivery

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Tissue and Hygiene

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Tissue and Hygiene

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-colombia/report.