



Euromonitor
International

Retail Adult Incontinence in Austria

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

Brands Drive Comfort and Discretion with Premium Innovation

Chart 2 - Tena MEN Protective Shield Extra Light

E-Commerce and Personalisation Reshape Access and Convenience

Brands Build Loyalty through Sustainable Action

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Older Adults to Increase Demand for High-Value Solutions

Digital Channels Expand Access and Address Privacy Concerns

Customisation and Sustainability Drive Innovation and Loyalty

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Austria GmbH Expands Lead as Its Tena Brand Innovation and Sustainability Gain Traction

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Attract Loyalty with Broad Selection

Retail E-Commerce Accelerates with Discounts and Home Delivery

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail Adult Incontinence

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Brands Use Private Label to Capture Loyalty by Meeting Value Demands

Chart 18 - Zewa XXL Pack of 20 Toilet Paper Rolls

Premium Offerings Drive Value and Volume Growth with High-Impact Functional Innovations

Chart 19 - Pampers Harmony Offers Premium Cotton and High Impact Functionality

Retailers Set New Sustainability Standards for Tissue and Hygiene

Chart 20 - Retailers Introduce Recycled Toilet Paper

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Demographic Shifts and Sustainability Expectations to Reshape Demand Patterns

Retail Tissue to Consolidate Value Leadership as Eco-Innovation Accelerates

Retail E-Commerce to Grow as Retailers Expand Omnichannel Offerings

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Retailers Leverage Private Label Offerings as Branded Leaders Defend with Premium Features

Chart 25 - Analyst Insight for Tissue and Hygiene

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Supermarkets and Discounters Drive Everyday Hygiene Purchases with Value Focus

Retail E-Commerce Accelerates Growth by Meeting Demand for Discretion and Convenience

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Tissue and Hygiene

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Tissue and Hygiene

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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-austria/report.