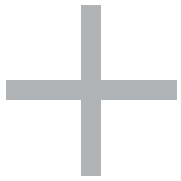




# Adult Incontinence Trends

## EXPERT INSIGHTS ON A GROWING MARKET SEGMENT



The aging population continues to expand, and many absorbent hygiene manufacturers are turning their attention toward adult incontinence articles for their growth potential. Success will rely on having the right products, available at the right time, for those who need them.

Bostik's dedicated team of incontinence experts has researched the needs of product users, their expectations, and emerging trends. Our informative presentation gives you the knowledge you need to meet changing consumer demands and remain competitive.

**What:** An informational session led by a Bostik incontinence market specialist

**Where:** Your facility or via video conferencing

**Includes:**

- Valuable global and regional data such as demographics, costs, product usage, and market penetration
- Insight into the habits, needs, and expectations of user groups including active adults, those with mobility restrictions, and caregivers
- Examination of current trends and how they are likely to impact the future of product designs, sizes, absorption levels, marketing, and more
- Additional resources available to Bostik customers

**Contact Bostik** for availability and associated costs.

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**VALUE BEYOND THE ADHESIVE**

Support to help you adopt best practices; improve product quality; create value for your consumers; deliver greater consumer confidence