



UNLOCK GROWTH

**How We Turned
Category Vision
into Reality**



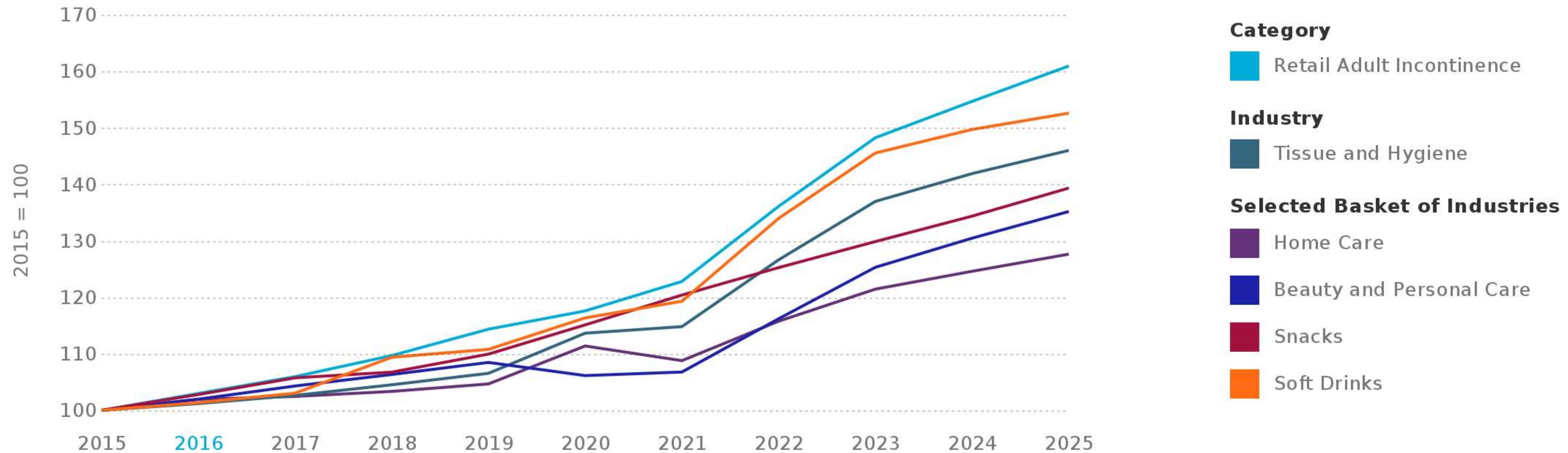
The **GOAL** of our Category Vision: „TRIPLE-WIN“



Intimate Hygiene **GROWTH** prospects



Retail Adult Incontinence vs Selected FMCG Industries



Where long term **TRENDS** are on our side...



DEMOGRAPHICS



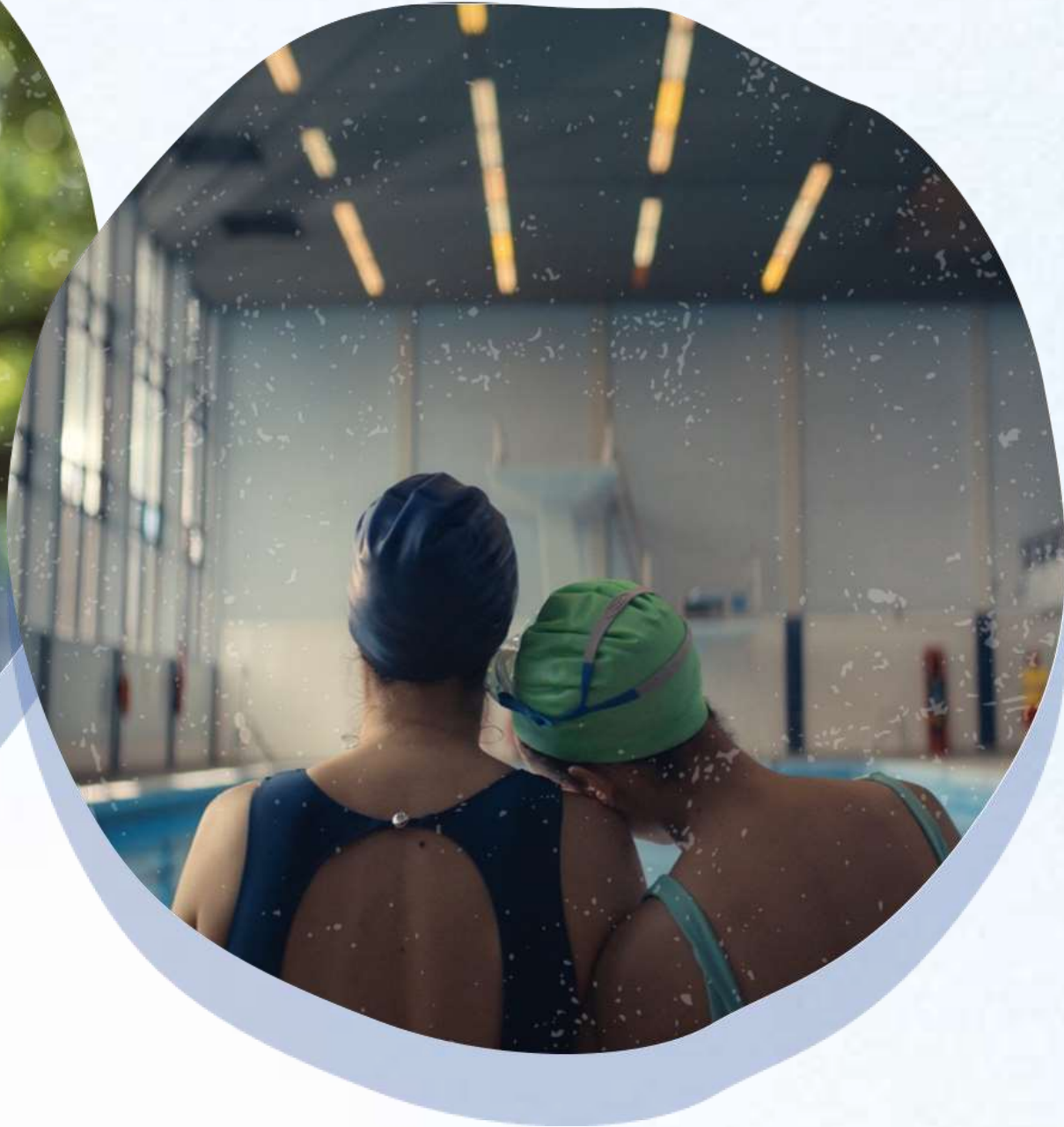
BEHAVIOUR



CHANNEL SHIFT



ATTITUDES



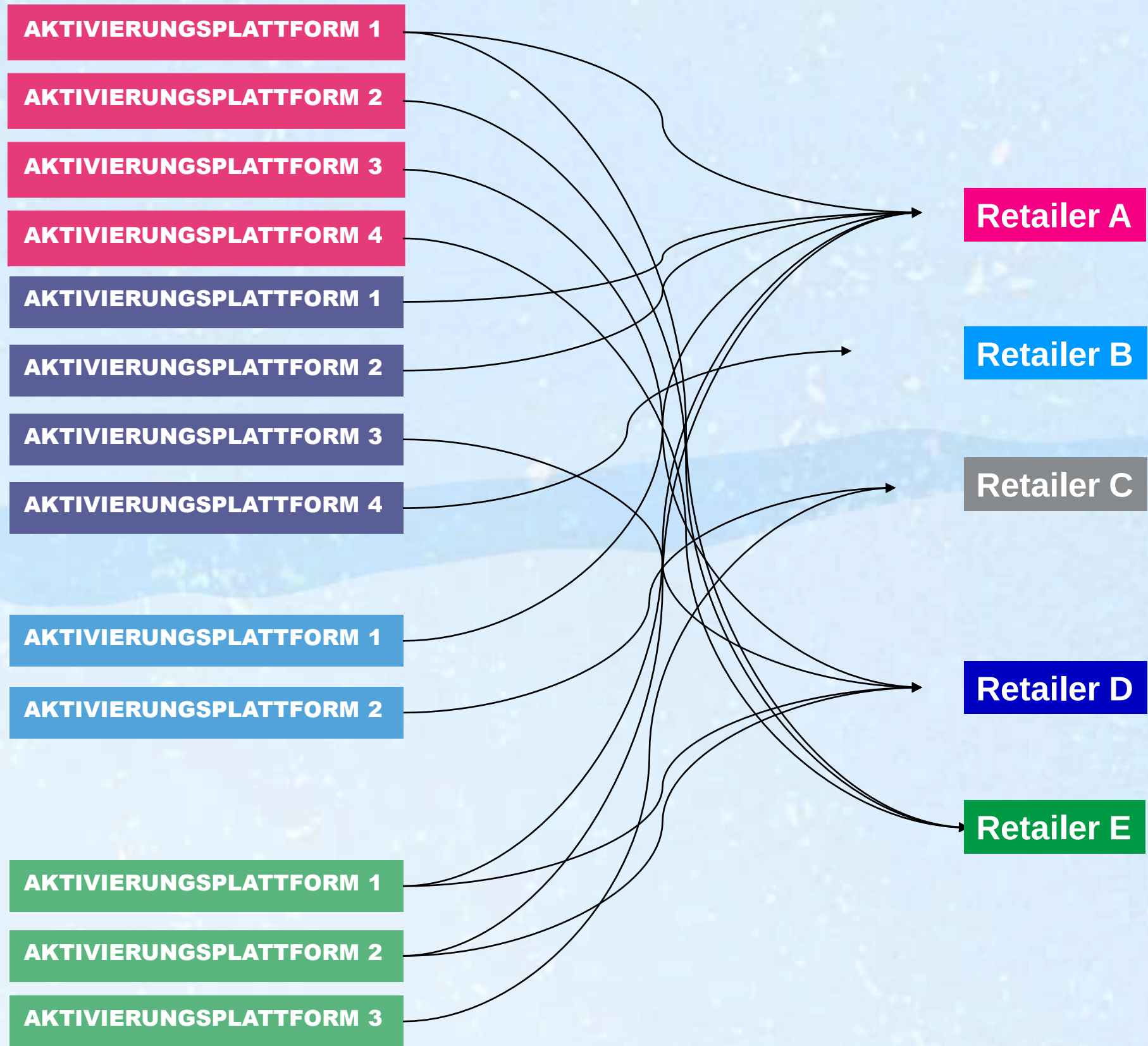
How are these POTENTIALS translated into GROWTH?



Identifying potential at European level



Localizing



Concretisation

Customization



OUR APPROACH

1. Cross-functional internal workshops





OUR APPROACH

2. Neutral & creative atmosphere in external workspace





OUR APPROACH

3. The workshop as an interactive and collaborative start to the journey

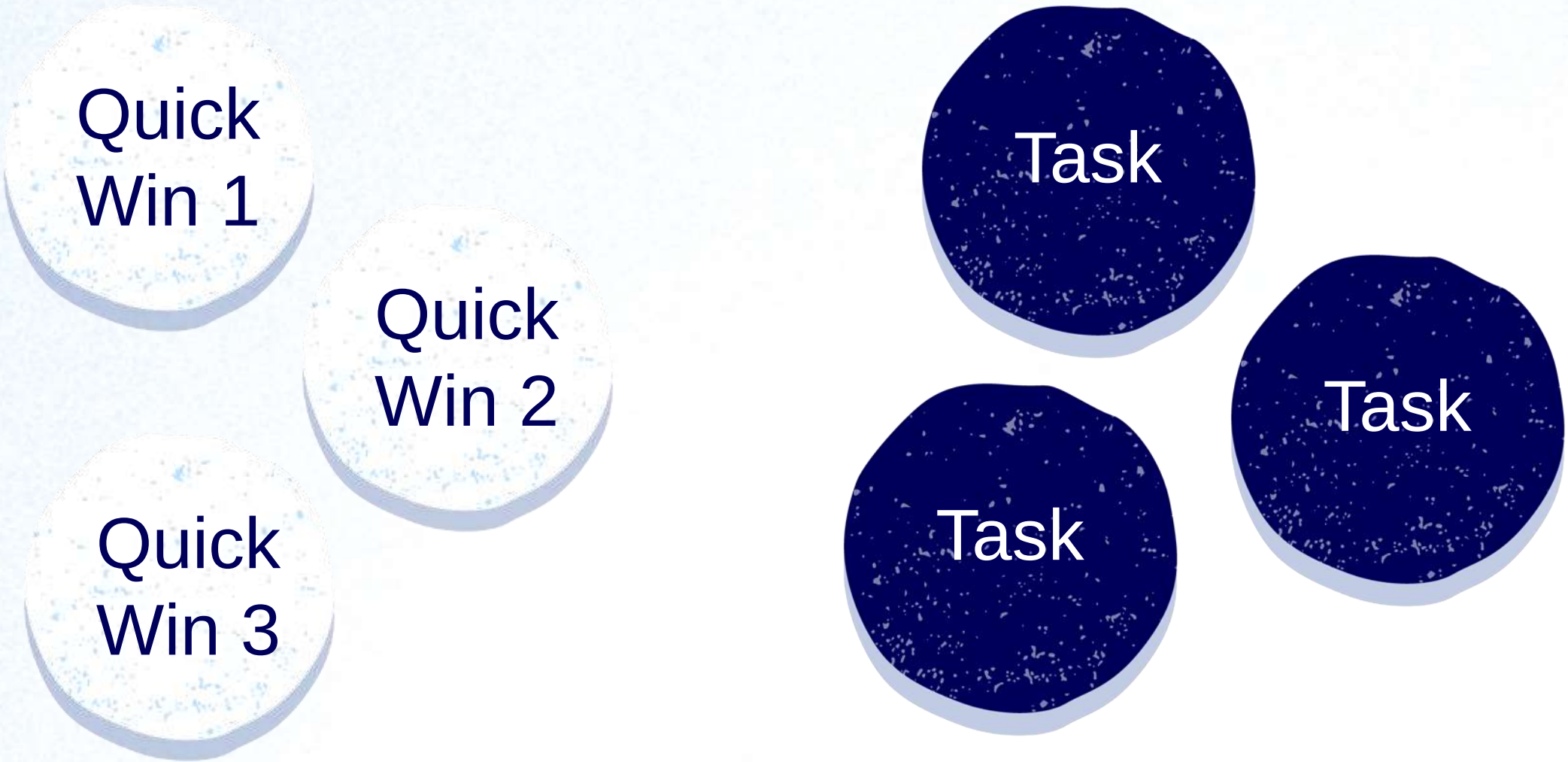


Outlook & NEXT STEPS



OUR APPROACH

4. Concrete short-term and long-term actions





**WE ARE LOOKING FORWARD TO WORKING WITH YOU
TO MAKE THIS HAPPEN!**

