

Retail Adult Incontinence in Brazil

Market Direction | 2023-03-07 | 23 pages | Euromonitor

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Report description:

Retail adult incontinence posted another positive year in 2022, with retail volume sales continuing to rise. Demand continued to be driven by the ageing population in Brazil, with the number of consumers in the country aged 65+ years increasing from 8% in 2017 to 10% at the end of the review period. This share is expected to further rise in the coming years. Older consumers who want to continue living in their homes and value independence are major growth drivers of this category, with volume sa...

Euromonitor International's Retail Adult Incontinence in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Light Adult Incontinence, Moderate/Heavy Adult Incontinence.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Retail Adult Incontinence market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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