

**Retail Adult Incontinence in Bulgaria**

Market Direction | 2023-03-08 | 20 pages | Euromonitor

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**Report description:**

Robust volume growth was recorded in retail adult incontinence during 2022 as rising demand was due mainly to an expansion of the consumer base for these products. This can be explained by the emergence of numerous diseases and illnesses that can have a detrimental effect on the urinary system, which has resulted in there being far more people among the Bulgarian population living with urinary incontinence. In addition, there are growing numbers of overweight and obese people among the Bulgarian...

Euromonitor International's Retail Adult Incontinence in Bulgaria 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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