

## **Retail Adult Incontinence in Guatemala**

Market Direction | 2023-03-10 | 18 pages | Euromonitor

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### **Report description:**

Adult incontinence products are often specifically purchased for use outside the home, so the return to normal lifestyles post-pandemic has provided an impetus to volume growth. At the same time, demand was lifted by the long-term trend of population ageing in Guatemala, which is steadily expanding the consumer base for retail adult incontinence. However, high unit prices have long limited the accessibility of retail adult incontinence products in Guatemala, and this factor has recently become a...

Euromonitor International's Retail Adult Incontinence in Guatemala 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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Euromonitor International  
March 2023

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