

Retail Adult Incontinence in Hungary

Market Direction | 2023-03-09 | 20 pages | Euromonitor

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Report description:

Retail adult incontinence posted continued strong growth in volume and current value terms in 2022, with current value sales pushed up further in response to high inflation. Products designed for medium/heavy adult incontinence outperformed those for light adult incontinence in terms of volume growth though remained a smaller area. Retail sales continued to benefit from the growing number of elderly people (who mainly consume these products) in the country.

Euromonitor International's Retail Adult Incontinence in Hungary 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.

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Lack of green alternatives persists, while players invest in raising awareness of incontinence products' benefits

Tena leads brands, introducing new female-focused product in 2022

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Strong growth predicted for retail adult incontinence in Hungary

Forecast period to see greater education on benefits of adult incontinence products, while sustainability trends will impact innovation

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