

## **Retail Adult Incontinence in Indonesia**

Market Direction | 2023-03-07 | 21 pages | Euromonitor

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### **Report description:**

Retail adult incontinence registered another year of double-digit volume and current value growth in 2022. This continuing dynamic performance was supported by the country's ageing population, with the number of Indonesians aged 65 years and older reaching almost 7% in 2022, according to official sources - the highest in five years. This clearly highlights the strong growth potential of retail adult incontinence in the country, especially given that penetration remains fairly low, with many regi...

Euromonitor International's Retail Adult Incontinence in Indonesia 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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Ageing population continues to be significant driver of growth

Educational initiatives and wider product availability boost demand

Little new product development, but marketing efforts continue apace in a bid to broaden appeal

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Dynamic growth expected, thanks to an ageing and more educated population

Higher unit prices expected, thanks to premiumisation trends

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