

Retail Adult Incontinence in Latvia

Market Direction | 2023-03-10 | 19 pages | Euromonitor

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Report description:

Retail adult incontinence saw an increase in volume and current value terms in 2022. The rise in the number of people with urinary problems is driving volume sales, due to Latvia's ageing population. Rising consumer awareness of adult incontinence products is also drawing more shoppers into the category. Wider distribution is also providing a bigger sales platform for these products outside of pharmacies and health and beauty specialists, where the majority of sales are made.

Euromonitor International's Retail Adult Incontinence in Latvia 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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