

Retail Adult Incontinence in Poland

Market Direction | 2023-03-08 | 19 pages | Euromonitor

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Report description:

The ageing of the Polish population is translating into higher demand for adult incontinence products. At the same time, producers are investing in marketing and social campaigns to educate consumers and reduce stigma around incontinence problems. The latter is especially true for potentially younger sufferers (such as women after childbirth). Improved marketing by players, greater shelf allocation by retailers and awareness amongst consumers are helping to remove any lasting taboos associated w...

Euromonitor International's Retail Adult Incontinence in Poland 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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Table of Contents:

Retail Adult Incontinence in Poland
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List Of Contents And Tables

RETAIL ADULT INCONTINENCE IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growth in both light and moderate/heavy products

High rate of inflation impacts category

Seni remains leading brand, while Uritam introduces tampons to category

PROSPECTS AND OPPORTUNITIES

Rising prices to dampen demand

Retail adult incontinence to attract new players

New product development

CATEGORY DATA

Table 1 Sales of Retail Adult Incontinence by Category: Value 2017-2022

Table 2 Sales of Retail Adult Incontinence by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Retail Adult Incontinence: % Value 2018-2022

Table 4 LBN Brand Shares of Retail Adult Incontinence: % Value 2019-2022

Table 5 Forecast Sales of Retail Adult Incontinence by Category: Value 2022-2027

Table 6 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2022-2027

TISSUE AND HYGIENE IN POLAND

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2017-2022

Table 8 Infant Population 2017-2022

Table 9 Female Population by Age 2017-2022

Table 10 Total Population by Age 2017-2022

Table 11 Households 2017-2022

Table 12 Forecast Infant Population 2022-2027

Table 13 Forecast Female Population by Age 2022-2027

Table 14 Forecast Total Population by Age 2022-2027

Table 15 Forecast Households 2022-2027

MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

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Table 21 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 22 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 24 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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