

Retail Adult Incontinence in Romania

Market Direction | 2023-03-08 | 21 pages | Euromonitor

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Report description:

Romania is seeing its population age significantly, and this is making a notable contribution to the sales of retail adult incontinence products. In addition, growing awareness of these products, coupled with their increasing availability in Romanian retailers, contributed to a positive performance in 2022. The erosion of the stigma associated with adult incontinence and purchasing such products through retail channels was also a key factor behind the growth seen in 2022.

Euromonitor International's Retail Adult Incontinence in Romania 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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