

Retail Adult Incontinence in the United Kingdom

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

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Report description:

Demand for retail adult incontinence continued to grow strongly in 2022, with the smaller category of moderate/heavy adult incontinence outperforming light adult incontinence with 8% retail volume growth compared to 5%, respectively. This growth continued the historic trend witnessed in the UK, as a direct result of higher awareness and a wider range of consumers using these products. Two of the key drivers behind this trend are increasing obesity rates and an ageing population. Furthermore, par...

Euromonitor International's Retail Adult Incontinence in United Kingdom 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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