

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.

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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