

Retail Adult Incontinence in the United Arab Emirates

Market Direction | 2023-03-15 | 19 pages | Euromonitor

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Report description:

Demand for retail adult incontinence continued to rise in the United Arab Emirates in 2022 as consumers were increasingly exposed to products that could help them live more independently or offer greater confidence when outside of the home, particularly in cases of urinary incontinence. The category continued to be dominated by moderate/heavy adult incontinence, with this format perceived as more efficient than light adult incontinence, in addition to offering a wider product range in the local...

Euromonitor International's Retail Adult Incontinence in United Arab Emirates 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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RETAIL ADULT INCONTINENCE IN THE UNITED ARAB EMIRATES

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Fine brand maintains leadership, while demand for private label increases

Retail e-commerce remains a key catalyst for category sales

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