

Retail Adult Incontinence in Tunisia

Market Direction | 2023-03-17 | 18 pages | Euromonitor

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Report description:

Adult incontinence and the use of specialised products is no longer a taboo subject in Tunisia. Awareness of the issue is fostering acceptability and the importance of these products, supported by companies' education and advertising campaigns. In this vein, the offer of adult incontinence products is growing in the retail space. For example, Societe d'Articles Hygieniques has launched Lilas Protect Adult pants, the first light adult incontinence product to be produced locally. Tunisian consumer...

Euromonitor International's Retail Adult Incontinence in Tunisia 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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Euromonitor International
March 2023

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