

## **Retail Adult Incontinence in Turkey**

Market Direction | 2023-03-13 | 21 pages | Euromonitor

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### **Report description:**

Despite rising prices, retail volume sales of adult incontinence demonstrated a small increase in 2022, although it was markedly lower than in the previous year. Higher unit prices were triggered by higher production and import costs as the devaluation of the Turkish Lira reducing purchasing power. Moreover, since the vast majority of adult incontinence products are reimbursed by the Turkish government, retail sales felt the brunt of consumer demand. Moderate/heavy formats have been losing ground...

Euromonitor International's Retail Adult Incontinence in Turkey 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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Euromonitor International  
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