

## **Retail Adult Incontinence in Ecuador**

Market Direction | 2024-03-05 | 19 pages | Euromonitor

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### **Report description:**

In 2023, retail adult incontinence in Ecuador recorded a retail value rise, while volume sales remained positive. A key factor driving substantial retail sales is the prevalence of goods in homes and older care facilities, with administrators frequently advising family members to buy these products for their older relatives. This approach enables each family to select the most appropriate products based on individual requirements and financial constraints. However, institutional sales, primarily...

Euromonitor International's Retail Adult Incontinence in Ecuador report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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 2024

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Light incontinence goods increasingly appeal to customers with a more active life

The competitive landscape lacks dynamism, while the price-quality ratio remains key

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Innovation focuses on products targeted at specific audiences

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