

Retail Adult Incontinence in Greece

Market Direction | 2024-03-07 | 20 pages | Euromonitor

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Report description:

In 2023, retail adult incontinence in Greece recorded positive retail value and volume growth, with value sales boosted by rising price points. Unlike other hygiene product categories where the share of private labels is low, this is not the case with retail adult incontinence. While the share of private labels was already high, price-conscious behaviour in 2023 saw private labels grow further. The strong share of private label is often because the buyer is not the end user when it comes to heav...

Euromonitor International's Retail Adult Incontinence in Greece 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.

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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