

## **Retail Adult Incontinence in Morocco**

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

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### **Report description:**

In 2023, demand for retail adult incontinence continued to rise in Morocco, leading to double-digit retail value and volume growth. This strong performance was driven by rising awareness of the products, partnered with ongoing ageing in Morocco, which widens the consumer base and drives sales. Despite improved retail volume growth and increasing availability of lower-priced brands, Moroccans' awareness does remain limited. In addition, many users only require products for a short period. For exa...

Euromonitor International's Retail Adult Incontinence in Morocco 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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Demand rises in line with growing awareness and the ageing population

Light incontinence goods face ongoing competition from menstrual care products

Tena and Nova lead the landscape, however, smaller players enter as awareness grows

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Growing awareness and affordable price points drive ongoing retail volume growth

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