

Retail Adult Incontinence in the Czech Republic

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

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Report description:

Consumer demand for retail adult incontinence and consumption habits is ongoing, which led to growth in volume sales in the country in 2023. This was due mainly to the ageing Czech population, with an increase in the demographic aged 65 and over, the core consumer base for the category. The combination of increasing product availability and sustained investment in promotional activities by leading manufacturers helped to raise consumer awareness and further reduce the social stigma surrounding i...

Euromonitor International's Retail Adult Incontinence in Czech Republic 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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