

Retail Adult Incontinence in Poland

Market Direction | 2024-03-11 | 19 pages | Euromonitor

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Report description:

In 2023, the ageing population in Poland drove sales in adult retail incontinence goods, which saw positive, double-digit retail volume and value growth. As the number of older adults in need of special health assistance rose, this was accompanied by a growing awareness among consumers about the availability of absorbent products in pharmacies and drugstores. This positive growth in sales can also be attributed to social campaigns, which have increased product awareness and made it easier for in...

Euromonitor International's Retail Adult Incontinence in Poland 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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