

**Retail Adult Incontinence in Serbia**

Market Direction | 2024-03-15 | 18 pages | Euromonitor

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**Report description:**

Retail adult incontinence remains a taboo topic in Serbia as people do not like to discuss incontinence problems, even with their relatives and friends. In general, retail volume sales are stimulated by the ageing population in Serbia, which already accounts for a significant portion of the Serbian population and is increasing year-on-year. Consumer awareness of adult incontinence products is also low, which acts as a barrier to category development. Nevertheless, since retail adult incontinence...

Euromonitor International's Retail Adult Incontinence in Serbia 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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