

Retail Adult Incontinence in Spain

Market Direction | 2024-03-11 | 22 pages | Euromonitor

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Report description:

Retail adult incontinence remained one of the more resilient categories in tissue and hygiene in 2023 with it recording growth both in current value terms but also retail volume terms. This was in large part due to the essential nature of these products for individuals experiencing incontinence. Despite seeing their budgets restricted due to economic pressures, including elevated inflation, adult incontinence products remained indispensable and therefore consumers looked for savings elsewhere. M...

Euromonitor International's Retail Adult Incontinence in Spain 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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Competitive landscape remained stable over the researched period

Innovation focuses on reducing the stigma around incontinence

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