

Retail Adult Incontinence in South Africa

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

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Report description:

With the effects of inflation still being felt within the market during 2023, many consumers turned to more affordable options for retail adult incontinence in South Africa. This resulted in the further demand for private label and cheaper alternatives. Although private label gained volume share, Essity continued to lead retail adult incontinence in 2023, with its Tena brand providing reliable and quality products. Hartmann-Vitamed (Pty) Ltd, through its Molicare and Molimed brands, maintained i...

Euromonitor International's Retail Adult Incontinence in South Africa 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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