

Retail Adult Incontinence in India

Market Direction | 2024-05-07 | 20 pages | Euromonitor

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Report description:

In 2023, retail adult incontinence saw another year of high single-digit retail volume and current value growth in India, primarily due to the nation's ageing population and lifestyle-associated health problems. The pandemic and resultant lockdowns exposed a large proportion of the population, especially the elderly, to the use of adult incontinence products. Consumer awareness regarding such products thereby increased, and the category benefited from habit persistence amongst regular users. The...

Euromonitor International's Retail Adult Incontinence in India 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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