

# **North America Adult Incontinence Products Market by Product Type (Diapers, Panty Shields, Under pads, Underwear, and Others), Incontinence Type (Stress Urinary Incontinence, Urge Urinary Incontinence, Overflow Incontinence, and Functional Urinary Incontinence), Distribution Channel (Online, and Offline), and Usage (Disposable, and Reusable): Opportunity Analysis and Industry Forecast, 2020–2027**

<https://marketpublishers.com/r/N718CDCC36A6EN.html>

Date: January 2021

Pages: 153

Price: US\$ 4,239.00 (Single User License)

ID: N718CDCC36A6EN

## **Abstracts**

The North America adult incontinence products market is expected to reach \$4,238.39 million by 2027, and \$3,168.64 million in 2019, registering a CAGR of 5.4% from 2020 to 2027. The inability to control the evacuative defecation and urination functions of the body is known as incontinence. An incontinence product is used to prevent urine leakage. Incontinence is a widespread condition used to avoid leakage from urine. Adult incontinence products such as under pads, underwear, and briefs, are available in different sizes.

An increase in the adult population in North America fuels the growth of the North America adult incontinence products market. Rise in awareness about adult incontinence products, and significant increase in geriatric population supplement the market growth. An increasing acceptance of adult incontinence products such as under pads, underwear, and brief, to prevent leakage from urine influx, fuels the growth of the North America adult incontinence products market.

An increase in e-commerce retail sales of adult incontinence products in North

American countries leads to the growth of the North America adult incontinence products market. For instance, retail e-commerce revenue in Canada is expected to grow at a rate of 66.2% from 2017- 2024. In addition, both heavy and light incontinence products are available in the market.

However, factors such as embarrassment in using adult incontinence products and rise in concerns toward disposal products are expected to hamper the growth of the North America adult incontinence products market. Conversely, technological innovations in adult incontinence products are anticipated to create lucrative opportunities in the near future.

The North America adult incontinence products market is segmented based on product type, incontinence type, distribution channel, usage, and country. Based on product type, the market is divided into underwear, panty shields, diapers, under pads, and others. Diapers segment generated the highest revenue in 2019. Based on the incontinence type, the market is divided into stress urinary incontinence, urge urinary incontinence, overflow incontinence, and functional urinary incontinence. Stress urinary incontinence segment generated the highest revenue in 2019. Based on distribution channel, the market is bifurcated into online, and offline. Offline segment generated the highest revenue in 2019. Based on usage, the market is bifurcated into disposable and reusable. Disposable segment generated the highest revenue in 2019.

Country wise, the North America adult incontinence products market analysis is conducted across the U.S., Canada, and Mexico. In 2019, U.S. was the highest contributor to the North America adult incontinence products market share.

## COMPETITION ANALYSIS

The key players profiled in the North America adult incontinence products market report include Cardinal Health, Inc, Drylock Technologies NV, Domtar Corporation, Essity Aktiebolag (publ), First Quality Enterprises, Inc, Health Care Products, Inc, Kimberly Clarke Corporation, Ontex Group NV, Procter & Gamble, Principle Business Enterprises, Inc.

The major companies in the North America adult incontinence products market adopted acquisition as their key developmental strategies to provide the adult incontinence products market in North America. For instance, in January 2017, Drylock Technologies NV acquired business of Presto Absorbent Products Incorporated (PAPI) in U.S. The acquisition aimed to improve the product portfolio of adult incontinence products in U.S.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging North America adult incontinence products market trends and dynamics.

In-depth analysis of the market is conducted by adult incontinence products market estimations for the key market segments between 2019 and 2027.

Extensive analysis of the market is conducted by following key product positioning and monitoring of the top competitors within the market framework.

A comprehensive North America adult incontinence products market opportunity analysis of all the countries is also provided in the report.

The North America adult incontinence products market forecast analysis from 2020 to 2027 is included in the report.

The key market players within the market are profiled in this report and their strategies are analyzed thoroughly, which help understand the competitive outlook of the industry.

## NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET SEGMENTS

### BY PRODUCT TYPE

Diapers

Panty Shields

Under Pads

Underwear

Others

## BY INCONTINENCE TYPE

Stress Urinary Incontinence

Urge Urinary Incontinence

Overflow Incontinence

Functional Urinary Incontinence

## BY DISTRIBUTION CHANNEL

Online

Offline

## BY USAGE

Disposable

Reusable

## BY Country

U.S.

Canada

Mexico

## KEY PLAYERS

Cardinal Health, Inc.

Drylock Technologies NV

Domtar Corporation

Essity Aktiebolag (Publ)

First Quality Enterprises, Inc.

Health Care Products, Inc.

Kimberly Clark Corporation

Ontex Group NV

Procter & Gamble

Principle Business Enterprises, Inc.

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Key market players
- 1.5.Research methodology
  - 1.5.1.Primary research
  - 1.5.2.Secondary research
  - 1.5.3.Analyst tools and models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings of the study
- 2.2.CXO perspective

### CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key findings
  - 3.2.1.Top investment pockets
  - 3.2.2.Top winning strategies
- 3.3.Market player positioning, 2019
- 3.4.Porter's five forces analysis
- 3.5.Market dynamics
  - 3.5.1.Drivers
    - 3.5.1.1.Increase in aging population
    - 3.5.1.2.Increase in acceptance toward adult incontinence
    - 3.5.1.3.Growth in e-commerce
    - 3.5.1.4.Efficiency in the prevention of hospital-acquired infections (HAIs)
  - 3.5.2.Restraints
    - 3.5.2.1.Embarrassment in using adult incontinence products
    - 3.5.2.2.Rise in concern toward disposal of products
  - 3.5.3.Opportunity
    - 3.5.3.1.Technological integration
- 3.6.COVID-19 Impact analysis

## **CHAPTER 4:NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET, BY PRODUCT TYPE**

### **4.1.Market overview**

#### **4.1.1.Market size and forecast, by product type**

### **4.2.Diapers**

#### **4.2.1.Key market trends, growth factors, and opportunities**

#### **4.2.2.Market size and forecast**

### **4.3.Panty Shields**

#### **4.3.1.Key market trends, growth factors, and opportunities**

#### **4.3.2.Market size and forecast**

### **4.4.Underwear**

#### **4.4.1.Key market trends, growth factors, and opportunities**

#### **4.4.2.Market size and forecast**

### **4.5.Under Pads**

#### **4.5.1.Key market trends, growth factors, and opportunities**

#### **4.5.2.Market size and forecast**

### **4.6.Others**

#### **4.6.1.Key market trends, growth factors, and opportunities**

#### **4.6.2.Market size and forecast**

## **CHAPTER 5:NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET, BY INCONTINENCE TYPE**

### **5.1.Market overview**

#### **5.1.1.Market size and forecast, by incontinence type**

### **5.2.Stress urinary incontinence**

#### **5.2.1.Key market trends, growth factors, and opportunities**

#### **5.2.2.Market size and forecast**

### **5.3.Urge Urinary Incontinence**

#### **5.3.1.Key market trends, growth factors, and opportunities**

#### **5.3.2.Market size and forecast**

### **5.4.Overflow incontinence**

#### **5.4.1.Key market trends, growth factors, and opportunities**

#### **5.4.2.Market size and forecast**

### **5.5.Functional urinary incontinence**

#### **5.5.1.Key market trends, growth factors, and opportunities**

#### **5.5.2.Market size and forecast**

## **CHAPTER 6:NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET, BY DISTRIBUTION CHANNEL**

### **6.1.Market overview**

#### **6.1.1.Market size and forecast, by distribution channel**

### **6.2.Online**

#### **6.2.1.Key market trends, growth factors, and opportunities**

#### **6.2.2.Market size and forecast**

### **6.3.Offline**

#### **6.3.1.Key market trends, growth factors, and opportunities**

#### **6.3.2.Market size and forecast**

## **CHAPTER 7:NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET, BY USAGE**

### **7.1.Market overview**

#### **7.1.1.Market size and forecast, by usage**

### **7.2.Disposable**

#### **7.2.1.Key market trends, growth factors, and opportunities**

#### **7.2.2.Market size and forecast**

### **7.3.Reusable**

#### **7.3.1.Key market trends, growth factors, and opportunities**

#### **7.3.2.Market size and forecast**

## **CHAPTER 8:NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET, BY COUNTRY**

### **8.1.Overview**

#### **8.1.1.U.S.**

##### **8.1.1.1.U.S. market size and forecast, by product type**

##### **8.1.1.2.U.S. market size and forecast, by incontinence type**

##### **8.1.1.3.U.S. market size and forecast, by distribution channel**

##### **8.1.1.4.U.S. market size and forecast, by usage**

#### **8.1.2.Canada**

##### **8.1.2.1.Canada market size and forecast, by product type**

##### **8.1.2.2.Canada market size and forecast, by incontinence type**

##### **8.1.2.3.Canada market size and forecast, by distribution channel**

##### **8.1.2.4.Canada market size and forecast, by usage**

#### **8.1.3.Mexico**



- 8.1.3.1.Mexico market size and forecast, by product type
- 8.1.3.2.Mexico market size and forecast, by incontinence type
- 8.1.3.3.Mexico market size and forecast, by distribution channel
- 8.1.3.4.Mexico market size and forecast, by usage

## **CHAPTER 9:COMPANY PROFILES**

### **9.1.CARDINAL HEALTH, INC.**

- 9.1.1.Company overview
- 9.1.2.Key executive
- 9.1.3.Company snapshot
- 9.1.4.Operating business segments
- 9.1.5.Product portfolio
- 9.1.6.Business performance
- 9.1.7.Key strategic moves and developments

### **9.2.DRYLOCK TECHNOLOGIES NV**

- 9.2.1.Company overview
- 9.2.2.Key executive
- 9.2.3.Company snapshot
- 9.2.4.Product portfolio
- 9.2.5.Key strategic moves and developments

### **9.3.DOMTAR CORPORATION**

- 9.3.1.Company overview
- 9.3.2.Key executive
- 9.3.3.Company snapshot
- 9.3.4.Operating business segments
- 9.3.5.Product portfolio
- 9.3.6.Business performance
- 9.3.7.Key strategic moves and developments

### **9.4.ESSITY AKTIEBOLAG (PUBL).**

- 9.4.1.Company overview
- 9.4.2.Key executives
- 9.4.3.Company snapshot
- 9.4.4.Operating business segments
- 9.4.5.Product portfolio
- 9.4.6.Research and development expenses
- 9.4.7.Business performance
- 9.4.8.Key strategic moves and developments

### **9.5.FIRST QUALITY ENTERPRISES, INC.**

- 9.5.1. Company overview
- 9.5.2. Key executive
- 9.5.3. Company snapshot
- 9.5.4. Operating business segments
- 9.5.5. Product portfolio
- 9.6. HEALTH CARE PRODUCTS, INC.
  - 9.6.1. Company overview
  - 9.6.2. Key executive
  - 9.6.3. Company snapshot
  - 9.6.4. Product portfolio
- 9.7. KIMBERLY-CLARK CORPORATION
  - 9.7.1. Company overview
  - 9.7.2. Key executive
  - 9.7.3. Company snapshot
  - 9.7.4. Operating business segment
  - 9.7.5. Product portfolio
  - 9.7.6. Research and development expenses
  - 9.7.7. Business performance
  - 9.7.8. Key strategic moves and developments
- 9.8. ONTEX GROUP NV
  - 9.8.1. Company overview
  - 9.8.2. Key executive
  - 9.8.3. Company snapshot
  - 9.8.4. Operating business segments
  - 9.8.5. Product portfolio
  - 9.8.6. R&D expenditure
  - 9.8.7. Business performance
  - 9.8.8. Key strategic moves and developments
- 9.9. PROCTER & GAMBLE
  - 9.9.1. Company overview
  - 9.9.2. Key executive
  - 9.9.3. Company snapshot
  - 9.9.4. Operating business segments
  - 9.9.5. Product portfolio
  - 9.9.6. R&D expenditure
  - 9.9.7. Business performance
- 9.10. PRINCIPLE BUSINESS ENTERPRISES, INC.
  - 9.10.1. Company overview
  - 9.10.2. Key executive

9.10.3.Company snapshot

9.10.4.Product portfolio

## List Of Tables

### LIST OF TABLES

TABLE 01.NORTH AMERICA ADULT INCONTINECE PRODUCTS MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 02.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE FOR DIAPERS, 2019–2027 (\$MILLION)

TABLE 03.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE FOR PANTY SHIELD, 2019–2027 (\$MILLION)

TABLE 04.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE FOR UNDERWEAR, 2019–2027 (\$MILLION)

TABLE 05.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE FOR UNDER PADS, 2019–2027 (\$MILLION)

TABLE 06.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE FOR OTHERS, 2019–2027 (\$MILLION)

TABLE 07.NORTH AMERICA ADULT INCONTINECE PRODUCTS MARKET REVENUE, BY INCONTINENCE TYPE, 2019–2027 (\$MILLION)

TABLE 08.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE FOR STRESS URINARY INCONTINENCE, 2019–2027 (\$MILLION)

TABLE 09.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE FOR URGE URINARY INCONTINENCE, 2019–2027 (\$MILLION)

TABLE 10.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE FOR OVERFLOW INCONTINENCE, 2019–2027 (\$MILLION)

TABLE 11.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE FOR FUNCTIONAL URINARY INCONTINENCE, 2019–2027 (\$MILLION)

TABLE 12.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 13.NORTH AMERICA ADULT INCONTINENCE MARKET REVENUE FOR ONLINE, 2019–2027 (\$MILLION)

TABLE 14.NORTH AMERICA ADULT INCONTINENCE MARKET REVENUE FOR OFFLINE, 2019–2027 (\$MILLION)

TABLE 15.NORTH AMERICA ADULT INCONTINECE PRODUCTS MARKET REVENUE, BY USAGE, 2019–2027 (\$MILLION)

TABLE 16.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET REVENUE FOR DISPOSABLE, 2019–2027 (\$MILLION)

TABLE 17.NORTH AMERICA ADULT INCONTINENCE MARKET REVENUE FOR REUSABLE 2019–2027 (\$MILLION)

TABLE 18.U.S. ADULT INCONTINENCE PRODUCTS MARKET BY PRODUCT TYPE,

2019-2027 (\$MILLION)

TABLE 19.U.S. ADULT INCONTINENCE PRODUCTS MARKET BY INCONTINENCE TYPE, 2019-2027 (\$MILLION)

TABLE 20.U.S. ADULT INCONTINENCE PRODUCTS MARKET BY DISTRIBUTION CHANNEL, 2019-2027 (\$MILLION)

TABLE 21.U.S. ADULT INCONTINENCE PRODUCTS MARKET BY USAGE, 2019-2027 (\$MILLION)

TABLE 22.CANADA ADULT INCONTINENCE PRODUCTS MARKET BY PRODUCT TYPE, 2019-2027 (\$MILLION)

TABLE 23.CANADA ADULT INCONTINENCE PRODUCTS MARKET BY INCONTINENCE TYPE, 2019-2027 (\$MILLION)

TABLE 24.CANADA ADULT INCONTINENCE PRODUCTS MARKET BY DISTRIBUTION CHANNEL, 2019-2027 (\$MILLION)

TABLE 25.CANADA ADULT INCONTINENCE PRODUCTS MARKET BY USAGE, 2019-2027 (\$MILLION)

TABLE 26.MEXICO ADULT INCONTINENCE PRODUCTS MARKET BY PRODUCT TYPE, 2019-2027 (\$MILLION)

TABLE 27.MEXICO ADULT INCONTINENCE PRODUCTS MARKET BY INCONTINENCE TYPE, 2019-2027 (\$MILLION)

TABLE 28.MEXICO ADULT INCONTINENCE PRODUCTS MARKET BY DISTRIBUTION CHANNEL, 2019-2027 (\$MILLION)

TABLE 29.MEXICO ADULT INCONTINENCE PRODUCTS MARKET BY USAGE, 2019-2027 (\$MILLION)

TABLE 30.CARDINAL: KEY EXECUTIVE

TABLE 31.CARDINAL: COMPANY SNAPSHOT

TABLE 32.CARDINAL: OPERATING SEGMENTS

TABLE 33.CARDINAL: PRODUCT PORTFOLIO

TABLE 34.DRYLOCK: KEY EXECUTIVE

TABLE 35.DRYLCOK: COMPANY SNAPSHOT

TABLE 36.DRYLOCK: PRODUCT PORTFOLIO

TABLE 37.DOMTAR CORPORATION: KEY EXECUTIVE

TABLE 38.DOMTAR CORPORATION: COMPANY SNAPSHOT

TABLE 39.DOMTAR CORPORATION: OPERATING SEGMENTS

TABLE 40.DOMTAR CORPORATION: PRODUCT PORTFOLIO

TABLE 41.KEY EXECUTIVES: ESSITY AKTIEBOLAG (PUBL)

TABLE 42.ESSITY AKTIEBOLAG (PUBL): COMPANY SNAPSHOT

TABLE 43.ESSITY AKTIEBOLAG (PUBL): OPERATING SEGMENTS

TABLE 44.ESSITY AKTIEBOLAG (PUBL): PRODUCT PORTFOLIO

TABLE 45.FIRST QUALITY: KEY EXECUTIVE

TABLE 46.FIRST QUALITY: COMPANY SNAPSHOT
TABLE 47.FIRST QUALITY: OPERATING BUSINESS SEGMENTS
TABLE 48.FIRST QUALITY: PRODUCT PORTFOLIO
TABLE 49.HEALTH CARE: KEY EXECUTIVE
TABLE 50.HEALTH CARE: COMPANY SNAPSHOT
TABLE 51.HEALTH CARE: PRODUCT PORTFOLIO
TABLE 52.KIMBERLY: KEY EXECUTIVE
TABLE 53.KIMBERLY: COMPANY SNAPSHOT
TABLE 54.KIMBERLY: OPERATING SEGMENT
TABLE 55.KIMBERLY: PRODUCT PORTFOLIO
TABLE 56.ONTEX: KEY EXECUTIVE
TABLE 57.ONTEX: COMPANY SNAPSHOT
TABLE 58.ONTEX: BUSINESS SEGMENT
TABLE 59.ONTEX: PRODUCT PORTFOLIO
TABLE 60.PROCTER & GAMBLE: KEY EXECUTIVE
TABLE 61.PROCTER & GAMBLE: COMPANY SNAPSHOT
TABLE 62.PROCTER & GAMBLE: OPERATING SEGMENTS
TABLE 63.PROCTER & GAMBLE: SERVICE PORTFOLIO
TABLE 64.PRINCIPLE BUSINESS: KEY EXECUTIVE
TABLE 65.PRINCIPLE BUSINESS: COMPANY SNAPSHOT
TABLE 66.PRINCIPLE BUSINESS: PRODUCT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.EXECUTIVE SUMMARY

FIGURE 03.TOP INVESTMENT POCKETS

FIGURE 04.TOP WINNING STRATEGIES, BY YEAR, 2017–2020

FIGURE 05.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017–2020 (%)

FIGURE 06.TOP WINNING STRATEGIES, BY COMPANY, 2017–2020

FIGURE 07.MARKET PLAYER POSITIONING, 2019

FIGURE 08.LOW TO HIGH BARGAINING POWER OF SUPPLIERS

FIGURE 09.LOW TO MODERATE BARGAINING POWER OF BUYERS

FIGURE 10.LOW TO MODERATE THREAT OF SUBSTITUTES

FIGURE 11.MODERATE TO MODERATE THREAT OF NEW ENTRANTS

FIGURE 12.MODERATE INTENSITY OF RIVALRY

FIGURE 13.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET, BY PRODUCT TYPE, 2019–2027 (%)

FIGURE 14.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET, BY INCONTINENCE TYPE, 2019–2027 (%)

FIGURE 15.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET, BY DISTRIBUTION CHANNEL, 2019–2027 (%)

FIGURE 16.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET, BY USAGE, 2019–2027 (%)

FIGURE 17.NORTH AMERICA ADULT INCONTINENCE PRODUCTS MARKET, BY COUNTRY, 2019–2027

FIGURE 18.U.S. ADULT INCONTINENCE PRODUCTS MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 19.CANADA ADULT INCONTINENCE PRODUCTS MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 20.MEXICO ADULT INCONTINENCE PRODUCTS MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 21.CARDINAL: NET SALES, 2018–2020 (\$MILLION)

FIGURE 22.CARDINAL: REVENUE SHARE BY SEGMENT, 2020(%)

FIGURE 23.CARDINAL: REVENUE SHARE BY REGION, 2019(%)

FIGURE 24.DOMTAR CORPORATION: REVENUE, 2017–2019(\$MILLION)

FIGURE 25.DOMTAR CORPORATION: REVENUE SHARE BY SEGMENT, 2019(%)

FIGURE 26.DOMTAR CORPORATION: REVENUE SHARE BY REGION, 2020(%)

FIGURE 27.ESSITY AKTIEBOLAG (PUBL): RESEARCH AND DEVELOPMENT

EXPENSES, 2017–2019(\$MILLION)

FIGURE 28.ESSITY AKTIEBOLAG (PUBL): REVENUE, 2017–2019(\$MILLION)

FIGURE 29.ESSITY AKTIEBOLAG (PUBL): REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 30.ESSITY AKTIEBOLAG (PUBL): REVENUE SHARE BY REGION, 2019 (%)

FIGURE 31.KIMBERLY: RESEARCH AND DEVELOPMENT EXPENSES, 2017–2019(\$MILLION)

FIGURE 32.KIMBERLY: NET SALES, 2017–2019 (\$MILLION)

FIGURE 33.KIMBERLY: REVENUE BY SEGMENT, 2019 (%)

FIGURE 34.KIMBERLY: REVENUE BY REGION, 2019(%)

FIGURE 35.ONTEX: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 36.ONTEX: REVENUE, 2017–2019 (\$MILLION)

FIGURE 37.ONTEX: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 38.PROCTER & GAMBLE: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 39.PROCTER & GAMBLE: REVENUE, 2017–2019 (\$MILLION)

FIGURE 40.PROCTER & GAMBLE: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 41.PROCTER & GAMBLE: REVENUE SHARE BY REGION, 2019 (%)



## I would like to order

Product name: North America Adult Incontinence Products Market by Product Type (Diapers, Panty Shields, Under pads, Underwear, and Others), Incontinence Type (Stress Urinary Incontinence, Urge Urinary Incontinence, Overflow Incontinence, and Functional Urinary Incontinence), Distribution Channel (Online, and Offline), and Usage (Disposable, and Reusable): Opportunity Analysis and Industry Forecast, 2020–2027

Product link: <https://marketpublishers.com/r/N718CDCC36A6EN.html>

Price: US\$ 4,239.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N718CDCC36A6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970