

Adult Incontinence in Austria

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Abstracts

Adult incontinence registered another strong performance in 2016 thanks to continued growth in the number of Austrian adults suffering from incontinence problems and further improvements in the availability of such products via grocery retailers outlets. Retail volume growth was only marginally slower than the corresponding review period CAGR, while current value growth was up slightly on the 5-year average. The successful launches of Always Discreet and Cresta in 2015 continued to attract new c...

Euromonitor International's Adult Incontinence in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, 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 2021 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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Only Multinationals Are Capable of Competing Effectively With Private Label

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