

Adult Incontinence in Belarus

<https://marketpublishers.com/r/A07ADD32A72EN.html>

Date: March 2017

Pages: 16

Price: US\$ 990.00 (Single User License)

ID: A07ADD32A72EN

Abstracts

In 2016 adult incontinence remained a small category with its products being unaffordable to many people in Belarus. There are several strong barriers to its development, including the low level of state pensions and the social embarrassment of people suffering from incontinence. The limited information about such products has also contributed to the underdeveloped state of the category.

Euromonitor International's Adult Incontinence in Belarus 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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Tissue and Hygiene Continues To See Negative Volume Growth

Consumers Become More Price-sensitive

Domestic Manufacturers Gain Additional Advantage

Modern Retailing Strengthens in Tissue and Hygiene

Low Saturation Offers Positive Growth Prospects for Tissue and Hygiene

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