

Adult Incontinence in Colombia

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Abstracts

Due to the avalanche of acciones de tutela demanding that the health system provide adult incontinence products as well as wipes and anti-rash creams (which are considered complimentary in adult incontinence treatment), the Constitutional Court – the ultimate entity in charge of guaranteeing the protection of civil and human rights – is considering whether to include adult incontinence in the government's health benefits plan (formerly POS – Plan Obligatorio de Salud or Compulsory Health Plan).

Euromonitor International's Adult Incontinence in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, 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 2022 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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