

Adult Incontinence in Ecuador

<https://marketpublishers.com/r/A973AC91339EN.html>

Date: March 2017

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: A973AC91339EN

Abstracts

Adult incontinence products have a strong presence in supermarkets and health and beauty specialist retailers in Ecuador. Traditional grocery retailers have an important presence in mass consumption, in which this category does not feature. Nevertheless, retail volume growth of adult incontinence at 8% was higher in 2016 than that of retail tissue, which recorded 3% growth. The main brands in adult incontinence are Prudential by Zaimella del Ecuador and Tena by Productos Familia Sancela.

Euromonitor International's Adult Incontinence in Ecuador 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.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Retail Sales of Adult Incontinence by Category: Value 2011-2016

Table 2 Retail Sales of Adult Incontinence by Category: % Value Growth 2011-2016

Table 3 NBO Company Shares of Retail Adult Incontinence: % Value 2012-2016

Table 4 LBN Brand Shares of Retail Adult Incontinence: % Value 2013-2016

Table 5 Forecast Retail Sales of Adult Incontinence by Category: Value 2016-2021

Table 6 Forecast Retail Sales of Adult Incontinence by Category: % Value Growth 2016-2021

Zaimella Del Ecuador SA in Tissue and Hygiene (ecuador)

Strategic Direction

Key Facts

Summary 1 Zaimella del Ecuador SA: Key Facts

Competitive Positioning

Summary 2 Zaimella del Ecuador SA: Competitive Position 2015

Executive Summary

Tissue and Hygiene Records Slower Growth in 2016

Economy Products and Larger Pack Sizes Are Preferred in Tissue and Hygiene.

Local Production Gaining An Important Role Within Tissue and Hygiene

High Added Value in Modern Channels, Low-priced Formats in Traditional Retailers

Growth Driven by Non-mature Categories and Local Production

Market Indicators

Table 7 Birth Rates 2011-2016

Table 8 Infant Population 2011-2016

Table 9 Female Population by Age 2011-2016

Table 10 Total Population by Age 2011-2016

Table 11 Households 2011-2016

Table 12 Forecast Infant Population 2016-2021

Table 13 Forecast Female Population by Age 2016-2021

Table 14 Forecast Total Population by Age 2016-2021

Table 15 Forecast Households 2016-2021

Market Data

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2011-2016

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2011-2016

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2012-2016

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2013-2016

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2011-2016

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2011-2016

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2016

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2016-2021

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2016-2021

Sources

Summary 3 Research Sources

I would like to order

Product name: Adult Incontinence in Ecuador

Product link: <https://marketpublishers.com/r/A973AC91339EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A973AC91339EN.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