

Adult Incontinence in India

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Abstracts

Many consumers in India are unaware of adult incontinence products and this is due to the lack of advertising and promotional activities carried out by the brands. In addition, availability of these products is limited compared to other hygiene products which is restricting growth of adult incontinence.

Euromonitor International's Adult Incontinence in India 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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Executive Summary

Increased Consumer Awareness Propels Sales of Tissue and Hygiene

Increasing Per Capita Consumption Drives Growth

International Brands Dominate Tissue and Hygiene

Independent Small Grocers Gaining Prominence

Increasing Per Capita Consumption Will Drive Growth of Tissue and Hygiene

Key Trends and Developments

Rising Numbers of Working Women Drive Demand for Tissue and Hygiene Products

Use of Alternative Products Remains A Threat To the Industry

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