

# Adult Incontinence in Japan

<https://marketpublishers.com/r/A2BD7AEA6BAEN.html>

Date: June 2017

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: A2BD7AEA6BAEN

## Abstracts

Adult incontinence recorded 5% current value growth in 2016 to reach JPY196 billion. Japan is well known for its aging society. According to Euromonitor International's Consumer data, people aged 65 years and over accounted for 27% of the total population in Japan in 2016. In this sense, it is the most elderly population in the world, creating considerable opportunities for adult incontinence.

Euromonitor International's Adult Incontinence in Japan 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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