

# Adult Incontinence in Latvia

<https://marketpublishers.com/r/AA98493FFE5EN.html>

Date: March 2017

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: AA98493FFE5EN

## Abstracts

Adult incontinence continued to develop in 2016, which was mainly driven by improving purchasing power and an ageing population. These social factors benefited the performance of the category, as the number of Latvians facing incontinence problems continued to grow, although government reimbursements provided only partial coverage of the expenses on adult incontinence. However, it is not sufficient to secure the full expense of these products and Latvians tend to increase expenditure on adult in...

Euromonitor International's Adult Incontinence in Latvia 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 Incontinence by Category: Value 2010-2015

Table 2 Retail Sales of Incontinence by Category: % Value Growth 2010-2015

Table 3 NBO Company Shares of Retail Incontinence: % Value 2011-2015

Table 4 LBN Brand Shares of Retail Incontinence: % Value 2012-2015

Table 5 Forecast Retail Sales of Incontinence by Category: Value 2015-2020

Table 6 Forecast Retail Sales of Incontinence by Category: % Value Growth 2015-2020

Executive Summary

Economic Conditions Benefit 2016 Compared To Review Period

Improving Purchasing Power Motivates Latvian To Trade Up To Better Quality  
the Leading Players Remain the Same

Chained Retailers Perform As Most Attractive Channels for Latvian Consumers

Moderate Growth Is Expected Over the Forecast Period

Market Indicators

Table 7 Birth Rates 2010-2015

Table 8 Infant Population 2010-2015

Table 9 Female Population by Age 2010-2015

Table 10 Total Population by Age 2010-2015

Table 11 Households 2010-2015

Table 12 Forecast Infant Population 2015-2020

Table 13 Forecast Female Population by Age 2015-2020

Table 14 Forecast Total Population by Age 2015-2020

Table 15 Forecast Households 2015-2020

Market Data

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2010-2015

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2010-2015

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2011-2015

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2012-2015

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2010-2015

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2010-2015

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

2015

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2015-2020

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth  
2015-2020

Sources

Summary 1 Research Sources

## I would like to order

Product name: Adult Incontinence in Latvia

Product link: <https://marketpublishers.com/r/AA98493FFE5EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AA98493FFE5EN.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