

Adult Incontinence in the Netherlands

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Abstracts

Retail sales of adult incontinence recorded a further year of healthy growth of 4% in both current value and volume terms in 2016. This confirms the position of adult incontinence in tissue and hygiene in the Netherlands as the strongest performing category. The good development displayed by adult incontinence is predominantly a consequence of favourable demographic shifts. While in 2001 only 14% of the entire Dutch population was older than 65 years – which continues to be the key target popula...

Euromonitor International's Adult Incontinence in Netherlands 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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