

Adult Incontinence in New Zealand

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Abstracts

With an ageing population, the prevalence of adult incontinence continued to increase over the review period. Around one million New Zealanders are estimated to suffer from some form of incontinence, including a third of all women who give birth, often caught out by a simple sneeze. As such, demand for incontinence products has increased, with manufacturers focusing on light incontinence products, targeting light bladder leakage (LBL), which is particularly prevalent in women aged 35 and above.

Euromonitor International's Adult Incontinence in New Zealand 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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