

Adult Incontinence in Poland

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Abstracts

According to the Central Statistical Office of Poland (GUS), in 2030, 22% of the population will be over 65 years old and the proportion of the population affected by urinary incontinence will double to 10-15%. In 2016 there were 6 million people aged 65 and older in Poland; this is expected to increase by 17% over the forecast period.

Euromonitor International's Adult Incontinence in Poland 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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Higher Demand for Premium, Better Quality Products

Private Label Grows in Strength at the Expense of Establish Brands

Increasing Role of Discounters

Investment in Expansion of Production Capacities Increases Potential for Growth

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Improvement in the Economy Fuels Sales

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