

Adult Incontinence in Russia

<https://marketpublishers.com/r/A866929BB87EN.html>

Date: March 2017

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: A866929BB87EN

Abstracts

Although the trend of health and wellness is growing, adult incontinence still lacks consumer awareness in Russia. In comparison with other tissue and hygiene categories, adult incontinence is less saturated. Competition is relatively marginal and the average unit price is rather high at RUB35.9. The ongoing recession in Russia, has resulted in the substantial loss of disposable incomes. Thus, a proportion of local consumers have become highly price-sensitive, refusing to buy expensive adult inc...

Euromonitor International's Adult Incontinence in Russia 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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