

# 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Reimbursement/prescription Adult Incontinence

Category Data

Table 1 Retail Sales of Adult Incontinence by Category: Value 2011-2016

Table 2 Retail Sales of Adult Incontinence by Category: % Value Growth 2011-2016

Table 3 NBO Company Shares of Retail Adult Incontinence: % Value 2012-2016

Table 4 LBN Brand Shares of Retail Adult Incontinence: % Value 2013-2016

Table 5 Forecast Retail Sales of Adult Incontinence by Category: Value 2016-2021

Table 6 Forecast Retail Sales of Adult Incontinence by Category: % Value Growth 2016-2021

SCA Hygiene Products Ooo in Tissue and Hygiene (russia)

Strategic Direction

Summary 1 SCA Hygiene Products OOO: Key Facts

Competitive Positioning

Summary 2 SCA Hygiene Products OOO: Competitive Position 2015

Executive Summary

Negative Impact of Macroeconomic Landscape in Russia

Multinational Companies Lead Tissue and Hygiene in Russia

Private Label - An Emerging Competitor

Modern Retailing Continues To Expand

High Dependency on Future Economic Growth Scenarios

Key Trends and Developments

Macro Economic Situation Impacts Tissue and Hygiene in Russia

Multinational Players Maintain Dominance

Private Label - An Emerging Competitor

Market Indicators

Table 7 Birth Rates 2011-2016

Table 8 Infant Population 2011-2016

Table 9 Female Population by Age 2011-2016

Table 10 Total Population by Age 2011-2016

Table 11 Households 2011-2016

Table 12 Forecast Infant Population 2016-2021

Table 13 Forecast Female Population by Age 2016-2021

Table 14 Forecast Total Population by Age 2016-2021

Table 15 Forecast Households 2016-2021

#### Market Data

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2011-2016

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2011-2016

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2012-2016

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2013-2016

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2011-2016

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2011-2016

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2016

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2016-2021

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2016-2021

#### Sources

Summary 3 Research Sources

## I would like to order

Product name: Adult Incontinence in Russia

Product link: <https://marketpublishers.com/r/A866929BB87EN.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/A866929BB87EN.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