

Adult Incontinence in Singapore

<https://marketpublishers.com/r/A2F7B54C7E1EN.html>

Date: March 2017

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: A2F7B54C7E1EN

Abstracts

2016's current value growth rate of adult incontinence was slower than in 2015. This was primarily due to the decline in the average unit price, driven by a shift towards light adult incontinence, which has lower prices compared to the more durable moderate/heavy adult incontinence. Volume growth in 2016 was higher at 6% and helped to mitigate the impact of lower unit prices on value growth. Consumers are also demanding better quality adult incontinence with brands that cater to the lower end of...

Euromonitor International's Adult Incontinence in Singapore 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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