

# Adult Incontinence in the US

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## Abstracts

In 2016, adult incontinence posted retail value growth of 8% at current prices to reach USD2 billion. Retail volume sales grew by 6%.

Euromonitor International's Adult Incontinence in USA 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

Summary 1 Reimbursement/Prescription Incontinence Value Sales 2016

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

Kimberly-Clark Corp in Tissue and Hygiene (usa)

Strategic Direction

Summary 2 Kimberly-Clark Corp: Key Facts

Summary 3 Kimberly-Clark Corp: Operational Indicators

Competitive Positioning

Summary 4 Kimberly-Clark Corp: Competitive Position 2016

Procter & Gamble Co, the in Tissue and Hygiene (usa)

Strategic Direction

Key Facts

Summary 5 Procter & Gamble Co, The: Key Facts

Summary 6 Procter & Gamble Co, The: Operational Indicators

Competitive Positioning

Summary 7 Procter & Gamble Co, The: Competitive Position 2016

Executive Summary

Tissue and Hygiene Posts Slow But Steady Growth

Dawn of 'smart' Restrooms in Away-from-home Tissue

Large Domestic Companies Continue To Have Outsized Influence on Tissue and Hygiene Landscape

Internet Retailing in the Ascendant

Slow Growth on the Horizon

Key Trends and Developments

'premiumisation' Picking Up Steam in Hygiene

Adult Incontinence Enjoys Rapid Growth

## Price Point Imperative To Millennial Consumers

### 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

### Definitions

### Sources

Summary 8 Research Sources

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