

Incontinence in Nigeria

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Abstracts

Retail sales of incontinence products in Nigeria are relatively low at just 4.5 million units in 2015, as many consumers remain unaware of their availability given distribution is mostly through chemists/pharmacies. Stigma surrounding incontinence also means many consumers suffer silently or use alternatives such as sanitary pads. Furthermore, at NGN235.90 per unit, prices are high (compared to the average of NGN30.90 per unit for sanitary protection). With most Nigerians being of low income,...

Euromonitor International's Incontinence in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, 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 2020 illustrate how the market is set to change.

Product coverage: Light Incontinence, Moderate/Heavy 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 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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