

Incontinence in the US

<https://marketpublishers.com/r/IA7CA863B52EN.html>

Date: June 2016

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: IA7CA863B52EN

Abstracts

A continued change in cultural attitudes towards incontinence continues to provide sales growth for the category. Additionally, increased exposure through innovative advertising campaigns such as Kimberly-Clark's "Underawareness" for its Depend brand or the approximately US\$125 million dollar advertising and promotional budget for Procter & Gamble's Always Discreet will continue to familiarise the US consumer with incontinence products and serve to reduce the stigma related to the category.

Euromonitor International's 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 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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