

# Incontinence in Brazil

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## Abstracts

Incontinence showed itself to be resilient to the decline in purchasing power that impacted Brazilian consumers over the review period. The category continues to be driven by the increasing elderly population in the country, and a greater level of penetration was reached over 2010-2015, which was mainly caused by the rise in average incomes and stronger advertisement/promotion efforts from manufacturers and retailers.

Euromonitor International's Incontinence in Brazil 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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