

Incontinence in Hungary

URL:	https://marketpublishers.com/r/I894F62E6A9EN.html
Date:	March 11, 2016
Pages:	21
Price:	US\$ 990.00
ID:	I894F62E6A9EN

The issue of incontinence is a highly sensitive topic in Hungary but both manufacturers and media support opened up discussions through marketing. Most consumers are shy and reluctant to ask for a prescription for incontinence products from their doctors, although these products are heavily subsidised and available as a prescribed item financed by health insurance. There are at least 2-3 times more customers that are additional to the 120,000 patients with some kind of incontinence problem on...

Euromonitor International's Incontinence in Hungary 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.

Table of Content

Headlines

Trends

Competitive Landscape

Prospects

Reimbursement/prescription Incontinence

Category Data

Table 1 Retail Sales of Incontinence by Category: Value 2010-2015

Table 2 Retail Sales of Incontinence by Category: % Value Growth 2010-2015

Table 3 NBO Company Shares of Retail Incontinence: % Value 2011-2015

Table 4 LBN Brand Shares of Retail Incontinence: % Value 2012-2015

Table 5 Forecast Retail Sales of Incontinence by Category: Value 2015-2020

Table 6 Forecast Retail Sales of Incontinence by Category: % Value Growth 2015-2020

SCA Hygiene Products Kft in Tissue and Hygiene (hungary)

Strategic Direction

Key Facts

Summary 1 SCA Hygiene Products Kft: Key Facts

Summary 2 SCA Hygiene Products Kft: Operational Indicators

Competitive Positioning

Summary 3 SCA Hygiene Kft: Competitive Position 2015

Executive Summary

Improved Sentiment Lifts Tissue and Hygiene Sales

Better Deals Are the Focus of Innovation

Tissue and Hygiene Is Led by Few Multinational Manufacturers and Private Label

Modern Grocery Retailers Leads Sales

Limited Growth Options As Most Categories Reach High Penetration

Key Trends and Developments

Tissue and Hygiene Sales Highly Depend on Demographics and Economic Sentiment

Economy Size Moves Market Toward Competitive Unit Price

Established Manufacturers' Brands and Retailers' Brands Put Cost of Entry High

Market Indicators

Table 7 Birth Rates 2010-2015

Table 8 Infant Population 2010-2015

Table 9 Female Population by Age 2010-2015

Table 10 Total Population by Age 2010-2015

Table 11 Households 2010-2015

Table 12 Forecast Infant Population 2015-2020

Table 13 Forecast Female Population by Age 2015-2020

Table 14 Forecast Total Population by Age 2015-2020

Table 15 Forecast Households 2015-2020

Market Data

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2010-2015

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2010-2015

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2011-2015

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2012-2015

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2010-2015

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2010-2015

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2015

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2015-2020

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2015-2020

Definitions

Sources

Summary 4 Research Sources

I would like to order:

Product name: Incontinence in Hungary
Product link: <https://marketpublishers.com/r/I894F62E6A9EN.html>
Product ID: I894F62E6A9EN
Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/I894F62E6A9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**