

Incontinence in Morocco

URL:	https://marketpublishers.com/r/IB930DA3054EN.html
Date:	May 2, 2016
Pages:	21
Price:	US\$ 990.00
ID:	IB930DA3054EN

Incontinence in Morocco increased in volume and current value by 14% in 2015, with the category rising to DH6 million in value sales by the end of the year. The main reason behind this strong growth is the fact that the category is still in the growth stage of the product life cycle; moreover, the limited availability of these products also has an influence on growth, resulting in high percentage growth rates being recorded, despite growth in actual terms remaining low.

Euromonitor International's Incontinence in Morocco 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

Reckitt Benckiser Morocco in Tissue and Hygiene (morocco)

Strategic Direction

Key Facts

Summary 1 Reckitt Benckiser Morocco: Key Facts

Summary 2 Reckitt Benckiser Morocco: Operational Indicators

Competitive Positioning

Summary 3 Reckitt Benckiser Morocco: Competitive Position 2015

Executive Summary

Tissue and Hygiene Keeps Growing at A Strong Rate in Morocco

Urbanisation Is Growing Fast and Bringing With It the Spread of Modern Lifestyles

Fierce Competition Between Domestic and International Tissue and Hygiene Manufacturers

Producers Conduct Heavy Communications Campaigns and Marketing Promotions

Positive Expectations Over the Forecast Period

Key Trends and Developments

Packaging Paper Remains An Important Substitute for Afh Tissue and Hygiene

New Product Launches and More Diversity in Terms of Brands Boost Sales Considerably

Black Market Smuggling, Counterfeiting and Dumping Boost Tissue and Hygiene Consumption

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

Sources

Summary 4 Research Sources

I would like to order:

Product name: Incontinence in Morocco
Product link: <https://marketpublishers.com/r/IB930DA3054EN.html>
Product ID: IB930DA3054EN
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/IB930DA3054EN.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**