

Incontinence in Slovenia

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Abstracts

In 2015 incontinence achieved value growth of 3%, which is a strong result, keeping in mind the economic downturn and the recession which Slovenia was facing at the end of the review period. Contemporary lifestyles and frequent travel positively influenced the volume and value growth of incontinence in 2015. The social stigma surrounding incontinence has declined significantly. More Slovenian consumers now purchase incontinence products.

Euromonitor International's Incontinence in Slovenia 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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Executive Summary

Minimal Value Growth of Tissue and Hygiene Amidst Shaken Consumer Confidence

Retail Tissue Outperforms Retail Hygiene

International Companies Dominate Whilst Private Label Flourishes

Consumers Switch To Discounters and Retailers Offering Private Label Products

Value Growth Expected To Decline Due To Consumers Trading Down

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