

## Incontinence in Spain

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Innovation and the expansion of the consumer target base are the main trends underlying the strong growth registered by incontinence in 2015. Manufacturers launched new products to appeal to more active older users, in order to break down some of the stigma associated with incontinence and to make products more accessible. In addition, advertising campaigns (such as the Indasec television spot with popular actress María Adanez) targeted women in and around their 40s with light incontinence...

Euromonitor International's Incontinence in Spain 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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