

Retail Adult Incontinence in China

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Abstracts

Both the volume and the value sales of retail adult incontinence registered a solid rebound in 2023, thanks to the lifting of pandemic restrictions and the resumption of offline activities. With the frequency of going out and travel back to normal, the demand for adult incontinence products is recovering, especially among heavy users such as the elderly. Meanwhile, as the ageing population continues to increase, the consumer base for adult incontinence keeps enlarging. The use of adult incontinence...

Euromonitor International's Retail Adult Incontinence in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Light Adult Incontinence, Moderate/Heavy Adult 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 Retail Adult 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.

Contents

RETAIL ADULT INCONTINENCE IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of retail adult incontinence see a solid rebound in 2023

Retail adult incontinence market remains highly fragmented in China

More and more new entrants target the light adult incontinence market

PROSPECTS AND OPPORTUNITIES

Adult incontinence products sold through e-commerce are expected to help increase penetration

Pull-ups and open-tape adult incontinence products are becoming trendy

CATEGORY DATA

Table 1 Sales of Retail Adult Incontinence by Category: Value 2018-2023

Table 2 Sales of Retail Adult Incontinence by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Adult Incontinence: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Adult Incontinence: % Value 2020-2023

Table 5 Forecast Sales of Retail Adult Incontinence by Category: Value 2023-2028

Table 6 Forecast Sales of Retail Adult Incontinence by Category: % Value Growth 2023-2028

TISSUE AND HYGIENE IN CHINA

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2018-2023

Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

MARKET DATA

Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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