

# Retail Adult Incontinence in Colombia

<https://marketpublishers.com/r/RBCB8C35210EN.html>

Date: February 2024

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: RBCB8C35210EN

## Abstracts

In 2023, retail adult incontinence in Colombia registered a slowdown in retail volume terms compared to the COVID-19 years. Despite this, retail volume sales exceeded the volume rates recorded in 2019. However, price increases, although smaller compared to 2022, continued to impact demand, particularly in light incontinence products. Faced with tight budgets, many consumers migrated from retail adult incontinence goods to menstrual care products, which have lower prices per unit. Other consumers...

Euromonitor International's Retail Adult Incontinence in Colombia 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.

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