

Retail Adult Incontinence in Estonia

<https://marketpublishers.com/r/R974D141028EN.html>

Date: May 2024

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: R974D141028EN

Abstracts

The surge in volume growth for light adult incontinence products in 2023 reflects an increasing trend towards proactive health management among consumers in Estonia. With a growing emphasis on personal wellness, individuals are seeking solutions that offer discreet and effective protection against light incontinence issues. The convenience and comfort provided by these products have led to their rising popularity among a wide demographic, including younger adults and active seniors.

Euromonitor International's Retail Adult Incontinence in Estonia 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 Estonia
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

RETAIL ADULT INCONTINENCE IN ESTONIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise in demand for light adult incontinence products
Increased incidence of urinary incontinence driving sales
Known for the superior quality of its products, Essity AB maintains dominant position in retail adult incontinence

PROSPECTS AND OPPORTUNITIES

Actively lifestyles to boost demand for light adult incontinence products
Sustained growth in moderate/heavy adult incontinence thanks to ageing population
Convenience and privacy to drive sales through e-commerce

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 ESTONIA

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What's 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

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Retail Adult Incontinence in Estonia

Product link: <https://marketpublishers.com/r/R974D141028EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R974D141028EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.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