

# Retail Adult Incontinence in Sweden

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## Abstracts

Retail volume growth of retail adult incontinence slowed in 2023 as consumers were confronted with higher priced adult incontinence products. Cost inflation rose throughout the year as the war in Ukraine put upward pressure on energy prices, raw material costs and logistics, among others. As a result, current value sales continued to register double-digit growth in 2023 over the previous year. Wider availability and improved product visibility in grocery retailers opened up more space for privat...

Euromonitor International's Retail Adult Incontinence in Sweden 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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March 2024

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