

Retail Adult Incontinence in the US

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Abstracts

In 2022, prompted by increased costs throughout the supply chain and a high inflation environment in the US, players in the hygiene space and beyond were forced to raise prices for their products. Adult incontinence was not exempt from these external pressures, with the unit price for retail adult incontinence products increasing significantly in current value terms.

Euromonitor International's Retail Adult Incontinence in USA 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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RETAIL ADULT INCONTINENCE IN THE US

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Value-conscious behaviour and innovation propel private label sales

Moderate/heavy format growth slightly outpaces light counterpart in both value and volume terms, while reusable options continue to peak consumer interest

E-commerce continues to lead channel performance, with community-building and personalised customer service contributing to growth

PROSPECTS AND OPPORTUNITIES

Continued interest in at-home care for expanding 65+ population in the US bodes well for retail adult incontinence

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