

# Adult Incontinence Products Market in Georgia 2021

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## Abstracts

Incontinence - sometimes called urinary incontinence - is the inability to hold urine in the bladder. Urinary incontinence is not a disorder. It is actually a symptom of other conditions and has many possible causes. Urinary incontinence is twice as common in women as in men and affects at least 1 in 3 older women. A study by StrategyHelix indicates that the adult incontinence products market in Georgia is set to grow at a healthy compound annual growth rate (CAGR) of 4.6% in the next five years. Rising demand for adult incontinence products from the geriatric population base, increasing acceptance of adult incontinence products are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for adult incontinence products. The Georgia adult incontinence products market is segmented on the basis of product, and distribution channel. Based on product, the adult incontinence products market in Georgia is categorized into light incontinence products, moderate & heavy incontinence products. The light incontinence products segment held the largest share of the Georgia adult incontinence products market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the adult incontinence products market in Georgia has been segmented into hypermarkets, supermarkets, health & beauty stores, online retailing, others.

As of 2020, the major players in the Georgia adult incontinence products market were Essity AB, Europrosan SpA, Grupa TZMO, Hayat Holding A.S., Ontex BVBA, Svenska Cellulosa AB (SCA).

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the adult incontinence products market to help drive informed decision making for industry executives, policy makers, academic, and

analysts.

#### Report Scope

Product: light incontinence products, moderate & heavy incontinence products

Distribution channel: hypermarkets, supermarkets, health & beauty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Georgia adult incontinence products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Europrosan SpA  
Grupa TZMO  
Hayat Holding A.S.  
Ontex BVBA  
Svenska Cellulosa AB (SCA)  
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