

Adult Incontinence Products Market in Malaysia 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 Malaysia is expected to increase at a CAGR of 7.5% till 2027. 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 Malaysia adult incontinence products market is segmented on the basis of product, and distribution channel. Based on product, the adult incontinence products market in Malaysia is categorized into light incontinence products, moderate & heavy incontinence products. The light incontinence products segment held the largest share of the Malaysia 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 Malaysia has been segmented into hypermarkets, supermarkets, health & beauty stores, online retailing, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players Essity AB, Kimberly-Clark Corporation, NTPM Holdings Bhd, Pure Labs Inc., Unicharm Corporation.

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 Malaysia 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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Essity AB
Kimberly-Clark Corporation
NTPM Holdings Bhd
Pure Labs Inc.
Unicharm Corporation
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