

Retail Adult Incontinence in Ecuador

March 2024

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2023 DEVELOPMENTS

Sales rise as retail adult incontinence goods have a strong presence in care settings

Light incontinence goods increasingly appeal to customers with a more active life

The competitive landscape lacks dynamism, while the price-quality ratio remains key

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Innovation focuses on products targeted at specific audiences

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Public awareness and acceptance of products is a growth factor for the forecast period

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DISCLAIMER

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