



Channel Management & Consumer Analysis

Healthcare

A leading provider of hygiene, safety and productivity solutions wanted to investigate the channel management and consumer analysis for their adult care business that comprised of adult diapers for urinary incontinence in multiple markets in Asia

Requirement

- The client wanted to analyse the sales and distribution channel of incontinence products in Asia for Australia, China, India, Japan and Singapore
- They also wanted to conduct consumer analysis with respect to the key consumer segments of incontinence products as well as analysis and insights based on consumer feedback

Methodology

Netscribes engaged in extensive secondary research supported by primary research that encompassed key elements such as:

Asia urinary incontinence market landscape, key trends, drivers and geographical challenges

Brand preferences and loyalty of consumers from major brands (30 interviews with users of adult diapers in each country)

Unmet needs for incontinence products among key customer segments

Sales and distribution channel analysis by country for 5 markets including assessment of business and engagement model and margins (8-10 qualitative interviews/ country of 40 minutes duration with competitors and channel partners)

Major competitors

