

Rx/Reimbursement Adult Incontinence in Denmark

Market Direction | 2023-03-08 | 19 pages | Euromonitor

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Report description:

There have been rises in unit prices during 2022, the consequence of higher energy costs, material costs, and labour and shipping costs, leading manufacturers to increase unit prices. As such, value sales have recorded double-digit growth for the year, while volume growth has been slight. However, this growth has also benefited from growing demand, with ongoing demographic changes and the ageing population boosting results. Rising obesity has also contributed to the increase in demand.

Euromonitor International's Rx/Reimbursement adult incontinence in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Rx/Reimbursement 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.

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2022 DEVELOPMENTS

Higher prices lead to value sales growth, further driven by the ageing population

Self-care is prioritised above social discomfort boosting results

Multinational Essity is the major player in the RX/Reimbursement landscape

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