

Rx/Reimbursement Adult Incontinence in Hungary

Market Direction | 2023-03-09 | 18 pages | Euromonitor

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Report description:

Rx/reimbursement adult incontinence enjoyed rising consumer interest in Hungary in 2022, resulting from a greater number of people suffering from incontinence problems, and from increasingly accessible information about incontinence. While Hungary's ageing population provided opportunity for further category growth in 2022, the majority of people with incontinence visit the doctor only when the problem is quite severe. As such there remains much room for improvement in terms of raising awareness...

Euromonitor International's Rx/Reimbursement adult incontinence in Hungary 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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2022 DEVELOPMENTS

Growth supported by rising age, interest and awareness

Heavy adult incontinence solutions available primarily as Rx/reimbursement items

Players innovate in line with current trends in sanitary protection

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