

## **Rx/Reimbursement Adult Incontinence in Serbia**

Market Direction | 2023-03-13 | 17 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In 2022, Rx/reimbursement adult incontinence registered moderate volume growth, though value total value sales continued to be low, as funding through Rx channels is limited. That being said, an ageing population contributed to the continued volume growth. In addition, with inflation being high, consumers find it difficult to afford incontinence products through retail channels, and increasingly opted to visit their doctor instead.

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

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

**RX/REIMBURSEMENT ADULT INCONTINENCE IN SERBIA**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Continued value and volume growth in 2022

No changes to legislation and eligibility

Erosion of taboos and increasing consumer awareness benefit the product area

**PROSPECTS AND OPPORTUNITIES**

Strong growth over forecast period

Further inflation could squeeze public funding

Pandemic leads to increased health awareness

**CATEGORY DATA**

Table 1 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2017-2022

Table 2 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2017-2022

Table 3 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2022-2027

Table 4 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2022-2027

**TISSUE AND HYGIENE IN SERBIA**

**EXECUTIVE SUMMARY**

Tissue and hygiene in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

**MARKET INDICATORS**

Table 5 Birth Rates 2017-2022

Table 6 Infant Population 2017-2022

Table 7 Female Population by Age 2017-2022

Table 8 Total Population by Age 2017-2022

Table 9 Households 2017-2022

Table 10 Forecast Infant Population 2022-2027

Table 11 Forecast Female Population by Age 2022-2027

Table 12 Forecast Total Population by Age 2022-2027

Table 13 Forecast Households 2022-2027

**MARKET DATA**

Table 14 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022

Table 15 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022

Table 16 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022

Table 17 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022

Table 18 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2017-2022

Table 19 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Table 20 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 21 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Rx/Reimbursement Adult Incontinence in Serbia

Market Direction | 2023-03-13 | 17 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-20"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com