

Rx/Reimbursement Adult Incontinence in Switzerland

Market Direction | 2023-03-13 | 18 pages | Euromonitor

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Report description:

Despite many Swiss consumers visiting their doctors more frequently attempting to save some money by obtaining prescriptions for incontinence products volume and value sales of Rx/reimbursement adult incontinence declined marginally. The rapid increase in value and volume sales growth in 2021 was primarily attributed to the easing of COVID-19 restrictions, resulting in more vaccinated customers visiting their doctors more frequently. However, in 2022, sales moderated as customers chose to utilis...

Euromonitor International's Rx/Reimbursement adult incontinence in Switzerland 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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RX/REIMBURSEMENT ADULT INCONTINENCE IN SWITZERLAND

KEY DATA FINDINGS

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Sales slow as more consumers use a mix of prescription and retail products in 2022

Product development closely related to moderate/heavy adult incontinence

Acceptance of adult incontinence as a topic for discussion contributes to sales growth in 2022

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Price sensitivity set to support sales over the forecast period

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