

Rx/Reimbursement Adult Incontinence in Turkey

Market Direction | 2023-03-13 | 19 pages | Euromonitor

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Report description:

Rx/reimbursement products demonstrated robust volume growth in 2022 fuelled in part by rising awareness of the reimbursement system. Only moderate/heavy incontinence products (excluding pads) are reimbursed by the government for medical conditions. Rx/reimbursement is a much larger category compared to retail adult incontinence in Turkey with many patients relying on state support. This category has been recording stronger demand than retail adult incontinence (moderate/heavy) in recent years du...

Euromonitor International's Rx/Reimbursement adult incontinence in Turkey 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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