

Rx/Reimbursement Adult Incontinence in Estonia

Market Direction | 2023-03-10 | 18 pages | Euromonitor

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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. Moderate/heavy adult incontinence products performed better than light, as consumers who are diagnosed with incontinence issues by a doctor, usually have quite serious incontinence issues.

Euromonitor International's Rx/Reimbursement adult incontinence in Estonia 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 ESTONIA

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Continued value and volume growth in 2022

Erosion of taboos and increasing consumer awareness benefit the product area

No changes in set up in 2022

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