

## **Rx/Reimbursement Adult Incontinence in the US**

Market Direction | 2024-02-27 | 21 pages | Euromonitor

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### **Report description:**

Rising consumer awareness around incontinence and proper condition management, partnerships with direct-to-consumer platforms and the expanding 65+ year-old population in the US all contributed to healthy value and volume growth in the Rx/reimbursement adult incontinence market in 2023.

Euromonitor International's Rx/Reimbursement adult incontinence in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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