

Rx/Reimbursement Adult Incontinence in Croatia

Market Direction | 2024-03-05 | 17 pages | Euromonitor

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Report description:

As with retail adult incontinence, an ageing population remained the key driver of Rx/reimbursement sales in Croatia in 2023, with the category recording solid volume and current value growth in the year. Incontinence products are considered medical products under Croatian law and are subsidised by health insurance companies if prescribed by doctors, so price plays an important role in demand. However, many older consumers remain reticent about the condition due to the taboo associated with it.

Euromonitor International's Rx/Reimbursement adult incontinence in Croatia 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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