

Rx/Reimbursement Adult Incontinence in Hungary

Market Direction | 2024-03-07 | 18 pages | Euromonitor

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Report description:

In 2023, Rx/reimbursement adult incontinence was on the rise in Hungary, fuelled by the ageing population, which led to increased and ongoing use of the products. In a time of rising inflation, consumers were increasingly attracted to reimbursement above retail, allowing them to pay significantly less. This led to a rise in consumers seeking prescriptions for the products, with prescribed incontinence products part or completely reimbursed through health insurance.

Euromonitor International's Rx/Reimbursement adult incontinence in Hungary 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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Table of Contents:

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List Of Contents And Tables

RX/REIMBURSEMENT ADULT INCONTINENCE IN HUNGARY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rx/reimbursement adult incontinence records significant value growth in 2023

Tena withdraws its premium products as inflation dampens profits

Focus on education and removing the stigma to drive growth in Rx/reimbursement

PROSPECTS AND OPPORTUNITIES

Ageing and rising product awareness drives sales of goods on the landscape

A wide range of products with an ongoing focus on innovation

Ongoing education about the reimbursement systems drives growth

CATEGORY DATA

Table 1 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2018-2023

Table 2 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2018-2023

Table 3 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2023-2028

Table 4 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2023-2028

TISSUE AND HYGIENE IN HUNGARY

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 5 Birth Rates 2018-2023

Table 6 Infant Population 2018-2023

Table 7 Female Population by Age 2018-2023

Table 8 Total Population by Age 2018-2023

Table 9 Households 2018-2023

Table 10 Forecast Infant Population 2023-2028

Table 11 Forecast Female Population by Age 2023-2028

Table 12 Forecast Total Population by Age 2023-2028

Table 13 Forecast Households 2023-2028

MARKET DATA

Table 14 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 15 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 16 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 17 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 18 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 19 □Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 20 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 21 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

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SOURCES

Summary 1 Research Sources

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