

# Rx/Reimbursement Adult Incontinence in Norway

March 2025

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# Rx/Reimbursement Adult Incontinence in Norway - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Ageing population and increased health awareness drive demand Competitive landscape shaped by Essity's dominance and product innovation Distribution remains structured under the 'blue receipt' system

#### PROSPECTS AND OPPORTUNITIES

Steady growth anticipated despite rising costs and alternative management approaches Sustainability and performance enhancements to remain key innovation drivers Distribution to remain focused on prescription-based access with a digital expansion component

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