



Euromonitor  
International

# Rx/Reimbursement Adult Incontinence in Denmark

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

The ageing population supports ongoing retail value growth in 2024  
Essity leads the competitive landscape, offering its established Tena brand  
Distribution is via online orders or in-person collection at pharmacies

PROSPECTS AND OPPORTUNITIES

Retail adult incontinence is set to record a value uplift as acceptance widens  
Innovation is expected to focus on sustainability, aligning with societal concerns  
Assessments may become more stringent across the forecast period

CATEGORY DATA

- Table 1 - Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2019-2024
- Table 2 - Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2019-2024
- Table 3 - Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2024-2029
- Table 4 - Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2024-2029

Tissue and Hygiene in Denmark - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for tissue and hygiene?

MARKET INDICATORS

- Table 5 - Birth Rates 2019-2024
- Table 6 - Infant Population 2019-2024
- Table 7 - Female Population by Age 2019-2024
- Table 8 - Total Population by Age 2019-2024
- Table 9 - Households 2019-2024
- Table 10 - Forecast Infant Population 2024-2029
- Table 11 - Forecast Female Population by Age 2024-2029
- Table 12 - Forecast Total Population by Age 2024-2029
- Table 13 - Forecast Households 2024-2029

MARKET DATA

- Table 14 - Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 15 - Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 17 - LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 18 - Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 19 - Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 20 - Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 21 - Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 22 - Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rx-reimbursement-adult-incontinence-in-denmark/report](http://www.euromonitor.com/rx-reimbursement-adult-incontinence-in-denmark/report).