



Euromonitor
International

Rx/Reimbursement Adult Incontinence in Hungary

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Current value sales of Rx/reimbursement adult incontinence outperform retail adult incontinence in 2024
Innovation hampered by narrow profit margins due to set prices
E-commerce benefits from its ability to offer discretion and high levels of convenience

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Innovation may rely on legislative changes bolstering profit margins
Distribution methods will prioritise convenience over the forecast period

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Tissue and Hygiene in Hungary - Industry Overview

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DISCLAIMER

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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-hungary/report.