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Rx/Reimbursement Adult Incontinence in the Netherlands

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Negative volume growth puts downward pressure on value
- TENA remains the most significant player despite insurance contract limitations
- Distribution confined to pharmacies and medical device specialists

PROSPECTS AND OPPORTUNITIES

- Reselling unopened products may slow down market growth
- Sustainability concerns drive further product innovation
- Home delivery to dominate distribution as the population ages

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 the Netherlands - 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

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- 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
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MARKET DATA

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- 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
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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-the-netherlands/report.