



Euromonitor  
International

# Rx/Reimbursement Adult Incontinence in Kazakhstan

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Population ageing continues to lift demand  
Rx/reimbursement category is mainly represented by moderate/heavy products

PROSPECTS AND OPPORTUNITIES

Cost pressures could result in adoption of stricter eligibility criteria  
Erosion of taboo around incontinence will continue to support growth

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 Kazakhstan - 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

Summary 1 - Research 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-kazakhstan/report](http://www.euromonitor.com/rx-reimbursement-adult-incontinence-in-kazakhstan/report).