



Euromonitor
International

Rx/Reimbursement Adult Incontinence in Germany

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Germany’s ageing population is main consumer base for rx/reimbursement adult incontinence
Challenge of diagnosis and reimbursement process
Category experiences increasing competition from retail adult incontinence

PROSPECTS AND OPPORTUNITIES

Rising pressure on category from retail and away-from-home channels
Waning stigma surrounding incontinence to support consumers seeking help
Rise of digitalisation and government support for lower-income consumers

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 Germany - 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-germany/report.