

# Rx/Reimbursement Adult Incontinence in Sweden

March 2025

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## Rx/Reimbursement Adult Incontinence in Sweden - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sweden's ageing population remains the key growth driver
Tena continues to lead thanks to its well-established position in the market
Increased focus on health and self-care benefits sales

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Sales should continue to benefit from Sweden's ageing population Innovation expected to focus on comfort, efficacy and discreetness Awareness campaigns will remain important to growth

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