

# **Contenance Care Products Market By Product Type (Urinary catheters, Urinary bags and pouch, Absorbent Products, Others), By Gender (Male, Female), By Category (Disposable, Reusable), By End User (Hospitals and clinics, Home care, Others): Global Opportunity Analysis and Industry Forecast, 2022 - 2032**

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## **Abstracts**

The continence care products market was valued at \$2.3 billion in 2022 and is estimated to reach \$3.7 billion by 2032, exhibiting a CAGR of 4.8% from 2023 to 2032. Continence care refers to a comprehensive healthcare domain focused on addressing and managing conditions related to urinary and fecal incontinence. It includes a range of products, interventions, and strategies designed to support individuals experiencing challenges in maintaining control over bladder and bowel functions. Continence care involves the use of absorbent products, catheters, and skincare items to enhance comfort, hygiene, and overall quality of life for those affected by incontinence issues. In addition, it includes education, awareness initiatives, and medical interventions aimed at providing tailored solutions, minimizing stigma, and promoting the well-being of individuals grappling with urinary and fecal incontinence.

Rise in government initiatives aimed at raising awareness about bladder and bowel problems significantly contributes to the growth of the continence care products market. For instance, in 2009, the World Federation for Incontinence and Pelvic Problems (WFIPP) launched World Continence Week (WCW), an annual health campaign dedicated to raising awareness of incontinence-related issues. By designating the third week of June as World Continence Week (WCW), the campaign aims to educate the public about the prevalence, causes, and management of bladder and bowel problems.

These initiatives foster greater understanding and acceptance of incontinence-related conditions, encouraging individuals to seek appropriate solutions and treatment options. In addition, government support for such campaigns enhances their reach and impact, leading to increase in demand for continence care products. As a result, government-led awareness initiatives play a pivotal role in driving market growth while improving the quality of life for individuals affected by bladder and bowel problems.

In addition, the market growth of continence care products is significantly propelled by the strategic focus of key players on enhancing their product portfolios. For instance, in February 2023, Coloplast Corp, a multinational company that develops, manufactures, and markets medical devices and services related to ostomy, urology, continence, and wound care announced the launch of Luja, the new CE-marked male intermittent catheter with a Micro-hole Zone Technology. Thus, product launch demonstrates a commitment to innovation, addressing specific user needs and improving the overall efficacy of continence care products. Such initiatives not only showcase responsiveness to market demands but also contribute to the competitive landscape, fostering advancements in technology and design that drive continual market expansion and cater to the evolving needs of individuals seeking effective solutions for poor bladder and bowel management.

The continence care products market is segmented on the basis of product type, category, gender, end user, and region. On the basis of product type, the market is segmented into urinary catheters, urinary bags and pouch, absorbent products, and others. On the basis of category, the market is segmented into disposable and reusable. On the basis of gender, the market is segmented into male and female. On the basis of end user, the market is segmented into hospitals and clinics, home care, and others. Region-wise, the market is analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, France, UK, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, and rest of Asia-Pacific), and LA (Brazil, Colombia, Argentina, and rest of LA), and MEA (GCC, South Africa, North Africa and rest of MEA).

The major key players that operate in the global continence care products market are Hollister Incorporated, Coloplast Group, Convatec Group PLC, Becton, Dickinson and Company, Wellspect Healthcare (Dentsply Sirona), Marlen Manufact, Healthcare Associates Pvt. Ltd., B Braun SE, and Cotton Incorporated. The key players have adopted product launch, product development and product approval as the key strategy to expand their product portfolio.

## Key Benefits for Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the continence care products market analysis from 2022 to 2032 to identify the prevailing continence care products market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the continence care products market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global continence care products market trends, key players, market segments, application areas, and market growth strategies.

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Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

**Key Market Segments By Product Type Urinary catheters**

Urinary bags and pouch

Absorbent Products

Others

**By Gender Male**

Female

**By Category Disposable**

Reusable

**By End User Hospitals and clinics**

Home care

Others

**By Region**

North America U.S.

Canada

Mexico

Europe Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific Japan

China

India

Australia

South Korea

Rest of Asia-Pacific

Latin America Brazil

Colombia

Argentina

Rest Of La

Middle East and Africa Gcc

South Africa

North Africa

Rest Of Mea

## Key Market Players

Hollister Incorporated

Coloplast Group

ConvaTec Group plc

BD (Becton, Dickinson and Company)

Wellspect HealthCare AB

Essity

Boston Scientific Corporation

ethicon

AstraTech

Tyco

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