

# **Global Incontinence and Ostomy Care Products Market Size study, by Type (Incontinence Care Products and Ostomy Care Products) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Incontinence and Ostomy Care Products Market is valued approximately USD 14.75 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 5.1 % over the forecast period 2020-2027. Incontinence and ostomy care products are the type of products that are used in medical procedures or surgeries to cure the loss of bladder control and patients who have a problem of involuntary leakage of urine. The major driver for Incontinence and Ostomy Care Products Market is the rising prevalence of urologic disorders in patients which is increasing demand for incontinence and ostomy care products. For instance, according to urologyhealth.org, quarter to a third of men and women in the U.S. suffer from urinary incontinence and according to World Health Organization, the prevalence is twice as high in older women as in older men. The other driver that is expected to boost the market growth is the increase in healthcare expenditure to take curative care of their health by opting for surgeries. For instance, according to ama-assn.org, in 2018, Health spending in the U.S. was increased by 4.6% to \$11,172 per capita from \$10680.69 in 2017. Further, increasing investments in healthcare and strategic development between hospitals and manufacturers has led the adoption of incontinence and ostomy care products across the forecast period. However, high manufacturing costs and strict regulations related to surgeries impede the growth of the market over the forecast period of 2020-2027. Also, with the increasing number of associated diseases and technological advancements in the surgical products the adoption & demand for incontinence and ostomy care products is likely to increase.

The regional analysis of global Incontinence and Ostomy Care Products market is

dominated by Europe among the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading region across the world in terms of market share owing to presence of large established players, increase in stoma patients due to Crohn's disease, and the well-established healthcare infrastructure. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2020-2027. Factors such as rising disposable income, several nursing centers & medical institutes and people getting more aware about the medical solutions would create lucrative growth prospects for the Incontinence and Ostomy Care Products market across Asia-Pacific region.

Major market player included in this report are:

Coloplast Corp.

Essity (Svenska Cellulosa Aktiebolaget)

KCWW (Kimberly-Clark Corporation)

B. Braun Melsungen AG

Hollister Incorporated

Unicharm Corporation

ConvaTec Group Plc

Welland Medical Ltd.

Domtar Corporation

Salts Healthcare Ltd.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Incontinence Care Products

Ostomy Care Products

By Region:

North America

U.S.

Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Incontinence and Ostomy Care Products Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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