

Rx/Reimbursement Adult Incontinence in Croatia

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Abstracts

As with retail adult incontinence, an ageing population remained the key driver of Rx/reimbursement sales in Croatia in 2023, with the category recording solid volume and current value growth in the year. Incontinence products are considered medical products under Croatian law and are subsidised by health insurance companies if prescribed by doctors, so price plays an important role in demand. However, many older consumers remain reticent about the condition due to the taboo associated with it.

Euromonitor International's Rx/Reimbursement adult incontinence in Croatia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Rx/Reimbursement adult incontinence market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Rx/Reimbursement Adult Incontinence in Croatia
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March 2024

LIST OF CONTENTS AND TABLES

RX/REIMBURSEMENT ADULT INCONTINENCE IN CROATIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

An ageing population remains the key driver of Rx/reimbursement sales in 2023
Rx/reimbursement adult incontinence limited to moderate/heavy products
Treatment delay further supports category

PROSPECTS AND OPPORTUNITIES

Further growth supported by an ageing population and improving awareness of the condition

Growth to slow with a rising focus on prevention over cure

Innovation to improve absorbency and comfort

CATEGORY DATA

Table 1 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2018-2023

Table 2 Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2018-2023

Table 3 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP 2023-2028

Table 4 Forecast Sales of Rx/Reimbursement Adult Incontinence: Total Value MSP Growth 2023-2028

TISSUE AND HYGIENE IN CROATIA

EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for tissue and hygiene?

MARKET INDICATORS

Table 5 Birth Rates 2018-2023

Table 6 Infant Population 2018-2023

Table 7 Female Population by Age 2018-2023

Table 8 Total Population by Age 2018-2023

Table 9 Households 2018-2023

Table 10 Forecast Infant Population 2023-2028

Table 11 Forecast Female Population by Age 2023-2028

Table 12 Forecast Total Population by Age 2023-2028

Table 13 Forecast Households 2023-2028

MARKET DATA

Table 14 Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 15 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 17 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 18 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

Table 19 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 20 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 21 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 22 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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