

# Rx/Reimbursement Adult Incontinence in Germany

<https://marketpublishers.com/r/RE5FDF5F89AEN.html>

Date: March 2024

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: RE5FDF5F89AEN

## Abstracts

In 2023, rx/reimbursement adult incontinence in Germany continued to record positive value growth, particularly given the increased costs of products and the impact of a high inflation rate. Nevertheless, volume growth decreased marginally, in a similar trend to previous years. The demand for rx/reimbursement adult incontinence in Germany is primarily driven by the country's ageing population, but also by women experiencing post-partum leakage issues. As the population aged over 65 years continu...

Euromonitor International's Rx/Reimbursement adult incontinence in Germany 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 Germany  
Euromonitor International  
March 2024

### LIST OF CONTENTS AND TABLES

RX/REIMBURSEMENT ADULT INCONTINENCE IN GERMANY  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Bureaucratic process of reimbursement drives consumers to retail  
Price of production drives up value sales in 2023

#### PROSPECTS AND OPPORTUNITIES

Change in market dynamics to empower adult incontinence consumers  
Pressures to make reimbursement products more attainable in cost-of-living crisis

#### 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 GERMANY

#### 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

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Rx/Reimbursement Adult Incontinence in Germany

Product link: <https://marketpublishers.com/r/RE5FDF5F89AEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RE5FDF5F89AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970