

# Rx/Reimbursement Adult Incontinence in Serbia

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## Abstracts

Volume sales of Rx/reimbursement adult incontinence in Serbia remained stable in 2023. The ageing population is the main driver of category sales, as the elderly tend to experience incontinence issues later in life. In tandem, rising inflation and the squeeze on disposable income has encouraged consumers to visit doctors and obtain Rx/reimbursements instead of purchasing adult incontinence themselves.

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

### **LIST OF CONTENTS AND TABLES**

RX/REIMBURSEMENT ADULT INCONTINENCE IN SERBIA  
KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Inflationary conditions encourage Rx/reimbursement interest  
Qualifying for Rx/reimbursements is a complex process  
Stigma of incontinence prevents consumers from seeking doctor's advice

### **PROSPECTS AND OPPORTUNITIES**

Steady performance as public provisions continue  
Economic downturn could bring change to government policies  
Rising hygiene concerns to increase awareness of incontinence problems

### **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 SERBIA**

#### **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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