

Rx/Reimbursement Adult Incontinence in Turkey

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Abstracts

The demand for Rx (prescription) adult incontinence products in Turkey experienced robust growth in 2023, driven by a surge in volume sales. Open-tape adult diapers designed for heavy incontinence dominated the market, with the Social Security Institution (SGK) playing a pivotal role in facilitating access to these products. SGK's provision of a month's supply of up to 120 diapers per month, free of charge, has significantly contributed to the increasing demand for Rx products. The growth in vol...

Euromonitor International's Rx/Reimbursement adult incontinence in Turkey 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.

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