

Rx/Reimbursement Adult Incontinence in Turkey

<https://marketpublishers.com/r/R59EC844A82EN.html>

Date: April 2024

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: R59EC844A82EN

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.

Contents

Rx/Reimbursement Adult Incontinence in Turkey
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

RX/REIMBURSEMENT ADULT INCONTINENCE IN TURKEY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand for Rx incontinence products
Streamlined procurement process
Challenges of affordability

PROSPECTS AND OPPORTUNITIES

Rising demand among the elderly population
Enhanced access to social security services
Transformation in supply channels

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 TURKEY

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 Turkey

Product link: <https://marketpublishers.com/r/R59EC844A82EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R59EC844A82EN.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