

Incontinence Care Products (ICP) Market by Product (Absorbents (Bed Protectors, Pads & Guards), Non-absorbents (Catheters, Drainage Bags)), Usage (Reusable, Disposable), Distribution Channel (E-commerce), End User (Hospitals) - Global Forecast to 2028

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Abstracts

The incontinence care products market is valued at an estimated USD 12.6 billion in 2023 and is projected to reach USD 16.5 billion by 2028 at a CAGR of 5.6% during the forecast period. Incontinence refers to an involuntary loss of urine or feces due to problems with the muscles and nerves of the bladder or bowel. This condition is generally observed in the elderly population or in patients with certain illnesses. Incontinence care products play a major role in helping these patients live a confident and comfortable life. Hence, the presence of the geriatric population and the rise in chronic conditions are driving the growth of the market.

“Female segment is projected to witness highest growth rate in the incontinence care products market, by gender, during the forecast period”

The incontinence care products market is segmented into female and male, on the basis of gender. The female segment in incontinence care products is experiencing significant growth, primarily driven by the rising incidence of incontinence in the female population due to factors such as menopause, pregnancy. Incontinence is a common condition affecting nearly 50% of adult women across the globe. The prevalence of incontinence is known to increase with age, with up to 75% of women above 65 years reporting an episode of incontinence such as urine leakage.

“Disposable segment is projected to register highest growth rate in the incontinence care products market, by usage, during the forecast period”

The global incontinence care products market is bifurcated into disposable and reusable. The disposable segment is expected to grow at the highest rate within the incontinence care products market. The surge in demand for disposable incontinence products is attributed to various factors such as ease of use, comparatively low priced, less maintenance, and easily availability.

“Asia Pacific: The fastest-growing region incontinence care products market”

The global incontinence care products market is segmented into North America, Europe, the Asia Pacific, Latin America, and the Middle East & Africa. The Asia Pacific region is projected to register the highest CAGR during the forecast period. Emerging countries in Asia Pacific such as China and India have been investing in developing their healthcare infrastructure, coupled with the presence of large target population. These factors are expected to provide significant growth opportunities for incontinence care products companies operating in this region.

The break-up of the profile of primary participants in the incontinence care products market:

By Company Type: Tier 1 - 27%, Tier 2 - 39%, and Tier 3 – 34%

By Designation: C-level - 30%, D-level - 34%, and Others - 36%

By Region: North America - 37%, Europe - 30%, Asia Pacific - 20%, Rest of the World- 13%

The key players in this market are Essity Aktiebolag (publ) (Sweden), Kimberly-Clark Corporation (US), The Procter & Gamble Company (US), HARTMANN (Germany), Ontex BV (Belgium), Unicharm Corporation (Japan), Coloplast A/S (Denmark), Cardinal Health, Inc. (US), Medline Industries, LP (US), McKesson Corporation (US), ABENA (Denmark), Attindas Hygiene Partners Group (US), Hollister Incorporated (US), Dynarex Corporation (US), ConvaTec Group Plc (UK), Becton, Dickinson, and Company (US), Wellspect Healthcare (Sweden), Stryker (US), First Quality Enterprises, Inc. (US), Principle Business Enterprises, Inc. (US), TZMO SA (Poland), Primare International Ltd. (Canada), Drylock Technologies (Belgium), NorthShore Care Supply (US), and Nobel

Hygiene (India).

Research Coverage:

This research report categorizes the incontinence care products market by product type (non-absorbents and absorbents), usage (reusable and disposable), gender (male and female), distribution channel (e-commerce, retailer pharmacies, and hospital pharmacies), end user (hospitals & ambulatory surgical centers (ASCs), home-based patients, and other end users), and region (North America, Europe, Asia Pacific, and Rest of the World). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, opportunities, and challenges, influencing the growth of the incontinence care products market. A detailed analysis of the key industry players has been done to provide insights into their business overview, products offered, key strategies; acquisitions, and partnerships. new product launches, and recent developments associated with the incontinence care products market. This report covers the competitive analysis of upcoming startups in the incontinence care products market ecosystem.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall incontinence care products market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (increasing geriatric population with chronic medical conditions, significant prevalence of incontinence, growing attention to personal hygiene. Rapid urbanization and rising disposable income), restraints (social stigma associated with incontinence care products and environmental concerns related to their disposal), opportunities (development of bio-based super absorbent polymers and rising adoption of smart diapers), and challenges (underreporting of fecal incontinence and disparities in reimbursement for incontinence care products) influencing the growth of the incontinence care products market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the incontinence care products market.

Market Development: Comprehensive information about lucrative markets – the report analyses the incontinence care products market across varied regions.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the incontinence care products market

Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like Essity Aktiebolag (publ) (Sweden), The Procter & Gamble Company (US), and Kimberly-Clark Corporation (US), HARTMANN (Germany), and Ontex BV (Belgium) among others in the incontinence care products market strategies.

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