

Continence Care Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product (Catheter, Urine Bags, Protective Incontinence Garments, and Others), Type (Fecal Incontinence Care and Urinary Incontinence Care), End User (Hospitals and Specialty Clinics, Homecare, and Others), and Geography (North America, Europe, Asia Pacific, Middle East & Africa, and South & Central America)

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Abstracts

The continence care market size is expected to grow from US\$ 5.63 billion in 2022 to US\$ 8.73 billion by 2030. Factors such as an increase in the number of patients with spinal cord injuries, multiple sclerosis, etc., are likely to propel the growth of the continence care market.

Increase in the Number of Patients with Spinal Cord Injuries, Multiple Sclerosis, etc. Drives Market Growth

Accidents, sports injuries, and illnesses like tumors or infections are a few of the conditions that can cause spinal cord injuries. Reducing the frequency of spinal cord injuries can be accomplished by identifying and addressing risk factors, encouraging safety precautions, and speaking up in favor of preventative measures. Using methods like catheterization and bowel programs, managing continence care following a spinal cord injury entails evaluating bladder and bowel function. For individualized care plans, collaboration with medical professionals is crucial. Improvements in accessibility, awareness, and product technology have led to using continence care products for

spinal cord injuries. People who have spinal cord injuries are increasingly likely to look for and use specialized products that improve their quality of life and efficiently manage their continence as awareness grows. This, in turn, augments the demand for continence care products, thereby driving the market's growth.

Market Trend

Technological Advancement in the Continence Care Field

The continence care market trends include technological advancement. In particular, the Internet of Things (IoT) can help rethink resource deployment to enhance efficiency and quality of life and eventually free up more time for actual caregiving. In care facilities, wearable sensor technology enhances patients' quality of life. The fully breathable innovations TENA Slip and TENA Comfort with ConfioAir manufactured by Essity are safe, cozy, and kind to the skin. 88% of caregivers reported improved skin after utilizing the TENA Slip with ConfioAir. The next-generation DFree wireless bladder sensor is being developed by Triple W, a leader in connected health devices. Users can manage their healthcare needs and improve their quality of life with the help of the sleeker, more compact, and smaller scanner that offers digital health technology. The introduction of this product adds a next-generation personal bladder wireless sensor to the portfolio, helping with urinary incontinence.

Continence Care Market, by Product:

Based on the product, the continence care market analysis is carried out by considering the following segments: catheters, urine bags, protective incontinence garments, and others. The catheter segment held the largest market share in 2022. Intermittent catheterization is preferable to chronic indwelling catheterization in some patients with bladder-emptying dysfunction. It has become the accepted standard of care for spinal cord injury patients. Thus, increasing the use of catheters in continence care will likely drive the segment's growth.

Continence Care Market, by Type:

By type, the market is segmented as fecal and urinary incontinence care. The urinary incontinence segment held the largest continence care market share in 2022. Urine incontinence, or the involuntary leakage of urine, is a common symptom affecting half of all adult women. The prevalence of this problem increases with age, with up to 75% of women over 65 reporting urine leakage.

Competitive Landscape and Key Companies:

Hollister Incorporated, Coloplast, Alcare Co., Ltd., B. Braun SE, Convatec Inc, Cardinal Health, Boston Scientific Corporation, Essity, PAUL HARTMANN AG, and Kimberly-Clark Corporation are the prominent companies in the continence care market report. These companies focus on new technologies, upgrading existing products, and geographic expansions to meet the growing consumer demand worldwide.

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