



Rx/Reimbursement Adult Incontinence in Sweden

March 2024

Table of Contents

Rx/Reimbursement Adult Incontinence in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation triggers surge in current value sales

Ageing population drives demand for Rx/reimbursement adult incontinence

COVID-19 pandemic has limited effect on demand patterns

PROSPECTS AND OPPORTUNITIES

Economic uncertainty encourages more incontinence sufferers towards Rx

Ageing of the Swedish population continues to drive category development while industry bodies work to reduce the stigma of incontinence

Rising costs of Rx/reimbursement adult incontinence provide impetus to alternatives, such as bladder training

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 Sweden - Industry Overview

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

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