



Euromonitor
International

Rx/Reimbursement Adult Incontinence in Italy

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Table of Contents

Rx/Reimbursement Adult Incontinence in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Budget cuts continue to create challenges for Rx/reimbursement adult incontinence
Digital and reputable growth of pharmacies and parapharmacies support Rx/reimbursement options
Rx/reimbursement mainly focussed on heavy adult incontinence

PROSPECTS AND OPPORTUNITIES

Retail brand loyalty seen among higher-income consumers
Subscription models set new standards and expectations
A wider range of options expected, to suit different genders and needs

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 Italy - 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

DISCLAIMER

SOURCES

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rx-reimbursement-adult-incontinence-in-italy/report.