



# Rx/Reimbursement Adult Incontinence in Sweden

March 2024

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## Rx/Reimbursement Adult Incontinence in Sweden - Category analysis

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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

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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-sweden/report](http://www.euromonitor.com/rx-reimbursement-adult-incontinence-in-sweden/report).