



# Rx/Reimbursement Adult Incontinence in the US

February 2024

Table of Contents

## Rx/Reimbursement Adult Incontinence in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rx/reimbursement continues to see steady growth, even amid the cessation of COVID-19 emergency relief funding

Funding constraints limit product options

Florida lawsuit settlements prompt expanded coverage of incontinence products

#### PROSPECTS AND OPPORTUNITIES

Future policy will be a key driver of the category's long-term performance

Brands and direct-to-consumer retailers' education and alliances are essential for the reimbursement consumer

#### 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 the US - 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

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rx-reimbursement-adult-incontinence-in-the-us/report](http://www.euromonitor.com/rx-reimbursement-adult-incontinence-in-the-us/report).