

Rx/Reimbursement Adult Incontinence in the Netherlands

March 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer desire to select their own products puts downward pressure on demand for Rx/reimbursement adult incontinence

Government policies focus on washable incontinence products

Preventative measures dampen category growth in 2023

PROSPECTS AND OPPORTUNITIES

Efforts to reduce waste dampen sales growth over the forecast period

Possibility for lower reimbursement as the government seeks to save on healthcare costs

Sustainable incontinence products become more popular over the forecast period

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 Netherlands - 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

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-netherlands/report.