

Rx/Reimbursement Adult Incontinence in Switzerland

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand strengthens in 2023
Growing acceptance of adult incontinence supports sales development
Product development closely related to moderate/heavy adult incontinence

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Ageing population and reduction in stigma associated with incontinence to fuel demand
Consumers likely to seek appropriate guidance during the forecast period, boosting sales
Price sensitivity set to support sales over the forecast period

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Tissue and Hygiene in Switzerland - Industry Overview

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