

Rx/Reimbursement Adult Incontinence in Sweden

March 2024

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2023 DEVELOPMENTS

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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