

Rx/Reimbursement Adult Incontinence in Hungary

March 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Rx/reimbursement adult incontinence records significant value growth in 2023
- Tena withdraws its premium products as inflation dampens profits
- Focus on education and removing the stigma to drive growth in Rx/reimbursement

PROSPECTS AND OPPORTUNITIES

- Ageing and rising product awareness drives sales of goods on the landscape
- A wide range of products with an ongoing focus on innovation
- Ongoing education about the reimbursement systems drives growth

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 Hungary - 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-hungary/report.