

Rx/Reimbursement Adult Incontinence in Italy

March 2024

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Rx/Reimbursement Adult Incontinence in Italy - Category analysis

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2023 DEVELOPMENTS

Budget cuts continue to create challenges for Rx/reimbursement adult incontinence

Digital and reputable growth of pharmacies and parapharmacies support Rx/reimbursement options

Rx/reimbursement mainly focussed on heavy adult incontinence

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Retail brand loyalty seen among higher-income consumers

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