

# Rx/Reimbursement Adult Incontinence in Switzerland

March 2024

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# Rx/Reimbursement Adult Incontinence in Switzerland - Category analysis

# **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

# PROSPECTS AND OPPORTUNITIES

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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