

# Rx/Reimbursement Adult Incontinence in Austria

March 2024

**Table of Contents** 

# Rx/Reimbursement Adult Incontinence in Austria - Category analysis

# **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Inflation leads to higher prices but strict reimbursement regulations restrict volume sales Ageing population continues to drive demand

## PROSPECTS AND OPPORTUNITIES

Ageing population will continue to boost growth in the coming years Strict reimbursement rules will lead to a rise in retail sales

#### 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 Austria - 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

Summary 1 - Research 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-inaustria/report.