

# Rx/Reimbursement Adult Incontinence in the Czech Republic

March 2024

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### 2023 DEVELOPMENTS

Moderate growth for Rx/reimbursement adult incontinence, with the category not helped by a change in the law

Consumer embarrassment remains an obstacle to growth

Essity continues to lead the pack with its trusted Tena brand

### PROSPECTS AND OPPORTUNITIES

Rx/reimbursement adult incontinence sees growing sales as awareness increases

Expenditure reduction by health companies constrains category forecast period growth

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