



Euromonitor  
International

# Rx/Reimbursement Adult Incontinence in Croatia

May 2026

Table of Contents

## [Rx/Reimbursement Adult Incontinence in Croatia - Category analysis](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Simbex Strengthens Digital Access to Reimbursed Care, Boosting User Convenience

#### INDUSTRY PERFORMANCE

Simbex Strengthens Digital Access to Reimbursed Care, Boosting User Convenience

Chart 1 - Simbex Webshop Expands Online Access

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

#### WHAT'S NEXT?

Healthcare Providers Prioritise Patient Activation to Expand Access

Digitalisation Expected to Streamline Access While Price Controls Persist

Chart 4 - Forecast Value Sales 2020-2030

#### CHANNELS

Simbex Expands Digital Ordering to Improve Access and Convenience

#### ECONOMIC CONTEXT

Chart 5 - Economic Context for Rx/Reimbursement Adult Incontinence

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 8 - Consumer Context for Rx/Reimbursement Adult Incontinence

Chart 9 - Population 2020-2030

Chart 10 - Consumer Expenditure 2020-2030

Chart 11 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Tissue and Hygiene in Croatia - Industry Overview](#)

#### EXECUTIVE SUMMARY

Government Price Caps Reshape Purchasing as Affordability Dominates

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 12 - Key Industry Trends for Tissue and Hygiene

#### INDUSTRY PERFORMANCE

Government Price Caps Reshape Purchasing as Affordability Dominates

Premiumisation Holds Firm in Retail Tissue

Chart 13 - Violeta Double Care Strengthens Premium Positioning

E-Commerce Gains Ground as a Strategic Channel

Chart 14 - Value Sales 2020-2030

Chart 15 - Value Sales by Category 2025

#### WHAT'S NEXT?

Private Label Strengthens as Brands Expected to Prioritise Value Messaging

Adult Incontinence Leads Growth as Nappies Set to Face Demographic Headwinds

Retailers Expand E-Commerce and Delivery to Reach Rural Consumers

Chart 16 - Analyst Insight for Tissue and Hygiene

Chart 17 - Forecast Value Sales 2020-2030

Chart 18 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Violeta and Private Label Increase Pressure on Mid-Tier Brands

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

## CHANNELS

Discounters Attract Cost-Conscious Shoppers with Affordable Tissue and Hygiene

Chart 21 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 22 - Economic Context for Tissue and Hygiene

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 25 - Consumer Context for Tissue and Hygiene

Chart 26 - Population 2020-2030

Chart 27 - Consumer Expenditure 2020-2030

Chart 28 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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-croatia/report](http://www.euromonitor.com/rx-reimbursement-adult-incontinence-in-croatia/report).