



Euromonitor  
International

# Rx/Reimbursement Adult Incontinence in the Netherlands

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## Rx/Reimbursement Adult Incontinence in the Netherlands - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Insurer Contracts Steer Patient Choices, Favouring Established Brands

#### KEY INDUSTRY TRENDS

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#### INDUSTRY PERFORMANCE

Insurer Contracts Steer Patient Choices, Favouring Established Brands

Chart 2 - TENA is a Frequent Choice Due to Their Market Leadership Status

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Chart 4 - Value Sales 2020-2030

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Chart 7 - Forecast Value Sales 2020-2030

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### KEY DATA INSIGHTS

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Albert Heijn Shifts Value Focus with Affordable Luxury Private Label

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Chart 27 - Real Gdp Growth 2020-2030

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rx-reimbursement-adult-incontinence-in-the-netherlands/report](http://www.euromonitor.com/rx-reimbursement-adult-incontinence-in-the-netherlands/report).