



Euromonitor  
International

# Rx/Reimbursement Adult Incontinence in Germany

April 2026

## Rx/Reimbursement Adult Incontinence in Germany - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Healthcare Providers and Insurers Prioritise Affordable, Accessible Solutions for Patients

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Rx/Reimbursement Adult Incontinence

#### INDUSTRY PERFORMANCE

Healthcare Providers and Insurers Prioritise Affordable, Accessible Solutions for Patients

Manufacturers Respond to Eco-Friendly Procurement as Sustainability Expectations Grow

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

#### WHAT'S NEXT?

Digital Health Providers to Accelerate Shift Towards Personalisation and Real-Time Support

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Chart 4 - Forecast Value Sales 2020-2030

#### ECONOMIC CONTEXT

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#### CONSUMER CONTEXT

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Chart 10 - Consumer Expenditure 2020-2030

Chart 11 - Population by Generation 2025

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

### EXECUTIVE SUMMARY

Affordability Fuelled Growth Amid Cautious Spending Habits

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

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#### INDUSTRY PERFORMANCE

Affordability Fuelled Growth Amid Cautious Spending Habits

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