



Rx/Reimbursement Adult Incontinence in the Czech Republic

April 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hartmann Home Care Delivers Discreet Solutions to Homes

KEY INDUSTRY TRENDS

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

INDUSTRY PERFORMANCE

Hartmann Home Care Delivers Discreet Solutions to Homes

Chart 2 - Convenience enhances the appeal of adult incontinence products

Players Address the Stronger Consumer Focus on Affordability

Ageing Population Increases Demand for Higher-Absorbency Products

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

WHAT'S NEXT?

Hartmann Home Care Streamlines Fulfilment as E-Vouchers Boost Adherence

Policymakers Weigh Reimbursement Caps as Demand for Advanced Products Rises

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Hartmann-Rico and Essity Reinforce Dominance through Innovation and Service

CHANNELS

Pharmacies and Digital Fulfilment Platforms Reshape Patient Access

Digital Prescription Services Accelerate E-Commerce Adoption for Patients

ECONOMIC CONTEXT

Chart 6 - Economic Context for Rx/Reimbursement Adult Incontinence

Chart 7 - Real Gdp Growth 2020-2030

Chart 8 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 9 - Consumer Context for Rx/Reimbursement Adult Incontinence

Chart 10 - Population 2020-2030

Chart 11 - Consumer Expenditure 2020-2030

Chart 12 - Population by Generation 2025

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Tissue and Hygiene in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Flat Performance as Shoppers Make Value Choices

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Flat Performance as Shoppers Make Value Choices

Chart 14 - Price sensitive consumers opt for private label

Brands and Private Label Align with Changing Shopper Priorities

Chart 15 - Premium demand is growing in formats where comfort and durability are highly visible

Sustainability Claims and Responsible Sourcing Redefine Quality and Trust

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Older Adults Drive Demand for Premium Adult Incontinence Solutions

Sustainability Expectations Force Brands to Prove Environmental Claims

Polarisation between Value and Premium Lines

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label Expansion Challenges Established Brands

Chart 20 - Analyst Insight for Tissue and Hygiene

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Maintain Lead as E-Commerce Accelerates

Drugstores and Health and Beauty Specialists Build Shopper Loyalty through Specialisation

Online Channels Capture Bulky and Discreet Purchases with Value and Privacy

Chart 23 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Menstrual Care

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Menstrual Care

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - Population by Generation 2025

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