



Euromonitor  
International

# Rx/Reimbursement Adult Incontinence in Sweden

April 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Rx/Reimbursement Adult Incontinence Summary

## KEY INDUSTRY TRENDS

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

## INDUSTRY PERFORMANCE

Product Innovation Developing to Meet Evolving Care Needs

Chart 2 - Attends Promotes Product Improvements

Essity'S Focus on Independent Dressing Improves Patient Dignity and Care Efficiency

Chart 3 - TENA ProSkin Meets Convenience Needs

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

## WHAT'S NEXT?

Sales Set to Benefit From an Ageing Population and Rising Obesity Levels

Essity Leverages Sustainability Credentials to Drive Brand Preference

Chart 6 - Forecast Value Sales 2020-2030

## ECONOMIC CONTEXT

Chart 7 - Economic Context for Rx/Reimbursement Adult Incontinence

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 10 - Consumer Context for Rx/Reimbursement Adult Incontinence

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Sweden - Industry Overview

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

The Market Delivers Innovation-Driven Gains as Sweden's Population Ages and Spending Rises

Sustainability and Premiumisation Inform Innovation and Reshape Purchasing Decisions

The Kind at Sea Hill and Orkla Care Meet Demand for Wellness and Sustainability with Certified Launches

Chart 15 - BAM Bamboo Pads Embrace Clean Wellness Ethos

Chart 16 - Value Sales 2020-2030

Chart 17 - Value Sales by Category 2025

## WHAT'S NEXT?

Discounters and E-Commerce Are Reshaping Purchasing Habits as Affordability Pressures Persist  
Retail Tissue Sustains Its Lead as Adult Incontinence Accelerates with Demographic Change  
Households Set a New Baseline for Sustainability with Consumers Unwilling to Pay a Green Premium  
Chart 18 - Grumme Launches Sustainable Wipes  
Chart 19 - Forecast Value Sales 2020-2030  
Chart 20 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Private Label Narrows the Gap  
Chart 21 - Analyst Insight for Tissue and Hygiene  
New Launches Fortify Essity'S Brand Loyalty  
Chart 22 - Libero Touch Delivers Premium Value  
Chart 23 - Company Shares 2025  
Chart 24 - Brand Shares 2025

## CHANNELS

Supermarkets Lead Sales While Budget Pressures Push Shoppers Towards Discounters  
Grocery Retailers Leverage Omnichannel Strategies and Partnerships for Growth  
Retail E-Commerce and Discounters Set to Reshape Competition and Innovation  
Chart 25 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Tissue and Hygiene  
Chart 27 - Real Gdp Growth 2020-2030  
Chart 28 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 29 - Consumer Context for Tissue and Hygiene  
Chart 30 - Population 2020-2030  
Chart 31 - Consumer Expenditure 2020-2030  
Chart 32 - 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-sweden/report](https://www.euromonitor.com/rx-reimbursement-adult-incontinence-in-sweden/report).