

# Global Incontinence and Ostomy Care Therapeutics Market Research Report - Forecast to 2023

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## Executive Summary

[Incontinence](#) and [ostomy care](#) consist of products that are essential for patients with incontinence and stoma. With the projected rise in aged population and awareness about such conditions, the market is focused on growing with newer technology and improved products.

According to analysis, the incontinence and ostomy care global market is expected to grow at mid-range single digit CAGR to reach \$22,150.3 million by 2023. Factors driving the incontinence and ostomy care market include, increase in aging population, increase in awareness & use of personalized products are all contributing to the growth of incontinence and ostomy care global market. Alternative medical treatments, the presence of local manufacturers and low reimbursement are hampering the market growth. Advancement of technology with its wide application areas shows that incontinence and ostomy care market has vast opportunities in the coming years.

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Incontinence and ostomy care global market is classified based on products, applications, end-users and geography. The products segment is divided into two segments i.e., incontinence care products and ostomy care products. Where, the incontinence care products are further classified into disposables (absorbents, incontinence bags, clamps and cleaners, deodorizers, urinals, anal irrigation systems, catheters, pessaries and others) and implants (sphincters, slings, sacral nerve stimulator and tibial nerve stimulator). While, the ostomy care market included products such as Ostomy bags, deodorants, skin barriers, irrigation products and others. Incontinence and ostomy care based on utility is classified into protection & cleansing, security & leakage, odor control and irrigation.



Incontinence and Ostomy Care Market

Based on application, the incontinence and ostomy care products is segmented into neurological conditions (multiple sclerosis, Parkinson's disease), oncology (colorectal and prostate cancer), Urinogenital diseases, GI Tract diseases (Crohn's disease, Ulcerative colitis), women health related (childbirth and menopause) and others disease which include diarrhea, diabetes etc. Based on end users the market is segmented into hospitals, private clinics and home care.

Europe accounts for the highest market share followed by North America. The steep rise in aging population, advancement in technology, awareness of people about treatment options and favorable government policies are driving factors of incontinence and ostomy care products market. However, Asian countries especially India and China are the fastest growing regions with its growing demand for incontinence and ostomy care products.

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Major players in Incontinence and ostomy care market include B. Braun Melsungen AG (Germany), Coloplast AG (Denmark), ConvaTec, Inc. (U.S.), Hollister Inc. (U.S.), Kimberly-Clark Corporation (U.S.), Medtronic, Inc. (Ireland), Salts Healthcare (U.K.), Svenska Cellulosa Aktiebolaget (Sweden), Unicharm Corporation (Japan), Paul Hartmann (Germany), Ontex (Belgium), etc.

The report provides an in-depth market analysis of the above-mentioned segments across the following regions:

#### North America

- o U.S.
- o Others

#### Europe

- o Germany
- o U.K.
- o France
- o Others

#### Asia-Pacific

- o Japan
- o China
- o Australia
- o Others

#### Rest of the World (RoW)

- o Brazil
- o Middle-East

o Others

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