

Continence Care Products Market Size Sets New Record, Projected at USD 3.7 billion by 2032 | CAGR of 4.8%

Growing aging population, social acceptance and reduced stigma and technological advancements drive the growth of the global continence care products market

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Allied Market Research published a report, titled, "[Continence Care Products Market](#) by Product Type (Urinary Catheters, Urinary Bags and Pouch, Absorbent Products, and Others), Gender (Male and Female), Category (Disposable and Reusable), and End User (Hospitals And Clinics, Home Care, and Others): Global Opportunity Analysis And Industry Forecast, 2023-2032".

According to the report, the global continence care products market was valued at USD 2.3 billion in 2022 and is estimated to reach USD 3.7 billion by 2032, exhibiting a CAGR of 4.8% from 2023 to 2032.



Continence Care Products Market 2024

The report provides an extensive analysis of changing market dynamics, major segments, value chain, competitive scenario, and regional landscape. This research offers a valuable guidance to leading players, investors, shareholders, and startups in devising strategies for sustainable growth and gaining competitive edge in the market.

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Growing adoption of continence care products, advancements in technologies, and presence of key players are factors that drive the growth of the global continence care products market. However, lack of awareness and education is anticipated to hinder the market growth. On the contrary, rise in healthcare expansion is expected to offer remunerative opportunities for the continence care products market during the forecast period.

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- Hollister Incorporated
- Coloplast Group
- ConvaTec Group plc
- BD (Becton, Dickinson and Company)
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- Essity
- Boston Scientific Corporation
- ethicon
- AstraTech
- Tyco

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By product type, the absorbent products segment accounted for the largest share in 2022, accounting for almost two-fifths of the global continence care products market revenue. This is primarily attributed to rise in the prevalence of urinary incontinence and the growing aging population globally. Absorbent products, such as adult diapers and pads, provide effective solutions for managing incontinence, driving their high demand. In addition, advancements in technology and materials used in absorbent products enhance their performance, comfort, and overall effectiveness.

By gender, the female segment accounted for the largest share in 2022, accounting for more than two-thirds of the global continence care products market revenue and is projected to register a highest CAGR of 5.0% during the forecast period. This is attributed to factors such as higher prevalence of urinary incontinence among women as compared to men, rise in awareness and acceptance of female-specific urinary health products, and growing aging female population.

By category, the disposable segment accounted for the largest share in 2022, with more than three-fourths of the global continence care products market revenue and is projected to register a highest CAGR of 5.1% during the forecast period. This is attributed to the convenience and hygiene offered by disposable products, reducing infection risks and eliminating the need for cleaning. In addition, rise in preference for single-use items in healthcare settings and the ease of disposal contribute to the anticipated rapid growth of disposable products in the forecast period.

By end user, the hospitals and clinics segment accounted for the largest share in 2022,

with more than half of the global continence care products market revenue. This is primarily attributed to the extensive use of urinary products in medical settings, especially during treatments or post-surgery care. Hospitals and clinics rely on these products for managing various urinary conditions, enhancing patient comfort, and ensuring infection control.

Region-wise, North America held the highest market share in terms of revenue in 2022, accounting for almost two-fifths of the global continence care products market revenue owing to factors such as well-established healthcare infrastructure, high prevalence of incontinence, increase in awareness, and early adoption of advanced continence care products in the region. Moreover, ongoing research and development activities contribute to the North America continence care products market growth.

However, the Asia-Pacific segment is projected to register the highest CAGR of 7.2% during the forecast period. This is attributed to improving healthcare infrastructure, advancements in medical research, and surge in healthcare spending contribute to the expanding market in Asia-Pacific. In addition, surge in aging population, increase in prevalence of incontinence cases, and rise in awareness about continence management & treatment options in the region further propel the rapid growth in continence care products in Asia-Pacific.

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