

Around 55-60 million Europeans suffer from urinary continence health issues. Urinary Incontinence (UI) is any involuntary or unwanted loss of urine and is considered a medical condition if it happens regularly.

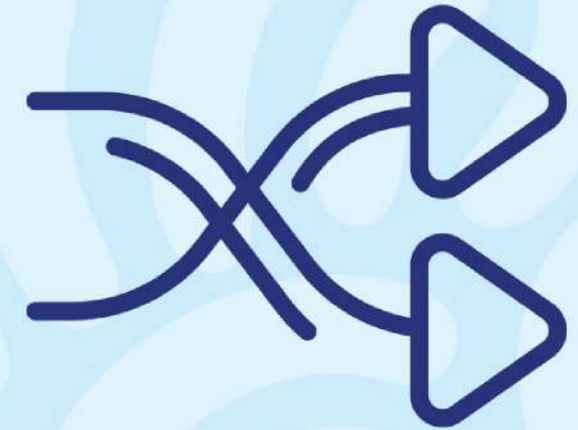
There are three types:



Stress incontinence



Urge incontinence



Mixed incontinence

In 2023, the total economic burden of Urinary Incontinence in Europe was estimated at nearly €69.1 billion.



If no action is taken, this could increase by 25% to €86.7 billion in 2030.

Incontinence pads and productivity losses were 2/3 of the costs associated with Urinary Incontinence in the UK*



*these proportions are projected to be similar across other European countries.

Studies show that 60% of women with moderate to severe UI experience restrictions to activity levels. These problems are also stigmatised, leading to underreporting of the real prevalence and impact.



The prevalence of Urinary Incontinence is expected to increase due to an aging population, resulting in even greater demands on health systems, caregivers and the environment.

