

# INVESTIGATION OF GLOBAL INTEREST TRENDS IN INCONTINENCE TREATMENT MODALITIES: A GOOGLE TRENDS-BASED ANALYSIS

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## Background / Aim

Aim: Compare global popularity trends of eight incontinence treatments using Google Trends (2004–2025).

## Methods

Terms: PFE, AUS, TOT, Burch colposuspension, MUS, anterior colporrhaphy, TVT, PVS.

Window: Jan 2004–Jan 2025 (worldwide).

Analysis: Linear regression for time trend; Pearson correlations between modalities.

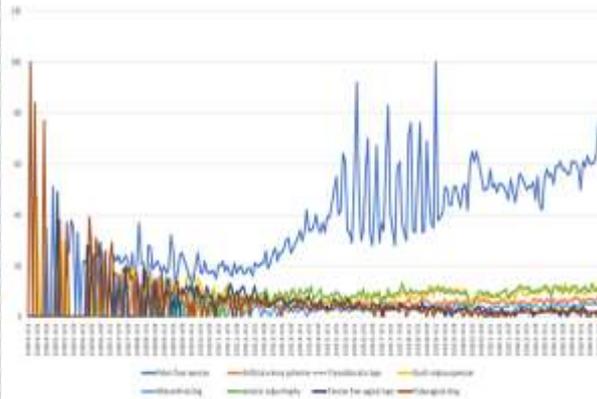


Figure 1. Relative search volume of incontinence treatment modalities from 2010 to the end of 2024 and polynomial time trend curves for each modality are shown

## Conclusion

Interest shifts toward less invasive care. PFE leads.

Legacy sling techniques decline; anterior colporrhaphy and MUS remain relevant.

## Results

Upward: PFE strongest; anterior colporrhaphy and MUS rising. AUS and Burch increased.

Downward: TOT, TVT, PVS declined.

Correlations: No strong associations ( $|r| > 0.7$  not observed).

Modality	R <sup>2</sup>	β (slope)	F	p
PFE	0.675	218	523.41	<0.001
Anterior colporrhaphy	0.604	47	387.45	<0.001
MUS	0.582	0.02	354.12	<0.001
AUS	0.345	22	133.97	<0.001
Burch	0.052	15	13.88	0.002
TOT	0.168	-28	51.97	<0.001
TVT	0.073	-21	20.12	<0.001
PVS	0.123	-52	35.48	<0.001

Table 1. Linear regression analysis for each treatment modality between January 1, 2010 and December 31, 2024. This analysis shows the trend change of the search term over time. P < .05 indicates a statistically significant trend from 2010 to 2024.