

Europe and MENA Medical Bandage Market Size, Share, Competitive Landscape and Trend Analysis Report, by Product, Application and End User : Opportunity Analysis and Industry Forecast, 2024-2035

<https://marketpublishers.com/r/E320A2D53BACEN.html>

Date: September 2024

Pages: 203

Price: US\$ 2,257.00 (Single User License)

ID: E320A2D53BACEN

Abstracts

Europe and MENA Medical Bandage Market Research - 2035

The Europe and MENA medical bandage market size was valued at \$2.5 billion in 2023 and is projected to reach \$3.8 billion by 2035, registering a CAGR of 3.5% from 2024 to 2035. The growth of the Europe and MENA medical bandage market is driven by increase in prevalence of venous disorders such as deep vein thrombosis and varicose veins, rising demand for advanced wound care products, rise in aging population, and growing awareness of effective treatment options for chronic wounds and injuries. For instance, according to the National Health Service (NHS), in the UK, it is estimated that 250,000 people receive burn injuries each year, 175,000 people attend accident and emergency department (A&E) and 16,000 people admitted to hospital for specialist burns care.

A medical bandage is a flexible strip of fabric, gauze, or other material used to cover, support, and protect wounds, injuries, or surgical sites. It helps secure dressings, control bleeding, immobilize injured body parts, and prevent infection by keeping wounds clean and protected from external elements. Medical bandages come in several types, including elastic, adhesive, compression, and gauze bandages, each tailored for specific medical applications, such as treating venous disorders, stabilizing joints, or aiding in post-surgical recovery. Adhesive bandages are typically used for minor cuts and abrasions, while elastic and compression bandages are employed for sprains, strains, and swelling. Gauze bandages are often used with other dressings to manage

more significant wounds.

Key Takeaways

On the basis of the product, the gauze bandage segment dominated the market share in 2023. However, the adhesive bandage segment is anticipated to witness the highest CAGR during the forecast period.

On the basis of application, the surgical wounds segment dominated the market share in 2023. However, the ulcers segment is anticipated to witness the highest CAGR during the forecast period.

On the basis of end user, the hospitals segment dominated the market share in 2023. However, the others segment is anticipated to witness the highest CAGR during the forecast period.

Market Dynamics

The Europe and MENA medical bandage market is driven by the rapidly aging population across Europe and parts of the MENA region, leading to an increased incidence of chronic wounds, pressure ulcers, and other conditions requiring ongoing wound care. This demographic shift is coupled with rising rates of lifestyle-related diseases such as diabetes and obesity, all of which complicate wound healing and necessitate advanced bandaging solutions. Chronic wounds, such as diabetic foot ulcers, pressure ulcers, and venous leg ulcers, are becoming more common due to the growing incidence of diabetes and an aging population. According to the International Diabetes Federation, the number of people with diabetes is rising, which consequently increases the demand for effective wound care solutions. In addition, the prevalence of chronic conditions that lead to complex wound care needs contributes to market growth.

In addition, the rise in awareness of proper wound management techniques among both healthcare professionals and patients is fueling demand for high-quality, effective bandaging products which is expected to drive the market growth. The expansion of healthcare infrastructure, particularly in developing MENA countries, is increasing access to advanced wound care products and services. A rise in surgical procedures, both elective and emergency, contributes to steady demand for post-operative wound dressings. The increasing prevalence of sports-related injuries and accidents in an active population further boosts the need for various types of medical bandages.

Moreover, the trend toward home healthcare and self-management of chronic conditions is creating demand for user-friendly, long-lasting bandages suitable for non-clinical settings. The shift toward home healthcare is another key driver for the Europe and MENA medical bandage market. With the increasing preference for home-based care over hospital stays, there is a rising demand for user-friendly and effective wound care products for home use. The convenience of using adhesive bandages and other easy-to-apply solutions is appealing to patients managing wounds at home. This trend facilitates better management of wounds and chronic conditions outside of traditional healthcare settings, thereby supporting market growth.

Regulatory initiatives promoting better wound care standards and patient safety are influencing product development and market dynamics. The increasing adoption of advanced wound care practices in both acute and long-term care settings is driving the use of specialized bandages. A growing emphasis on reducing hospital stays and preventing complications is highlighting the importance of effective wound management, including appropriate bandaging. The expansion of wound care centers and specialized clinics is increasing the use of advanced bandaging techniques and products. The increasing prevalence of burn injuries, particularly in industrial settings, is driving demand for specialized burn dressings.

However, the ongoing economic uncertainties in some countries may affect healthcare spending and investment in advanced wound care products which may limit the market growth. In addition, the lack of awareness about medical hygiene in emerging countries may further restrict the market growth.

On the other hand, expanding into emerging markets within the MENA region, where healthcare infrastructure is rapidly developing, offers untapped growth potential. There are opportunities to develop biodegradable bandage options to meet increasing environmental concerns and regulations. The expansion and modernization of healthcare infrastructure across Europe and the MENA region are contributing to the growth of the medical bandage market. The establishment of new hospitals, clinics, and outpatient centers, along with upgrades to existing facilities, increases the demand for medical bandages. As healthcare providers invest in state-of-the-art facilities and equipment, there is a corresponding rise in the need for high-quality medical bandages to support patient care and recovery.

Furthermore, the increasing adoption of advanced wound care products in both acute and chronic wound management presents opportunities for premium, specialized bandage offerings. In addition, the growing trend of outpatient and ambulatory care

creates demand for easy-to-use, portable bandage solutions suitable for non-hospital settings. The growing number of surgical procedures and trauma cases is driving demand for medical bandages. As the frequency of surgeries increases, there is a heightened need for effective wound care products to manage surgical wounds and post-operative recovery. Increased awareness about wound care and preventive healthcare is also playing a significant role in market growth. Educational campaigns and initiatives aimed at promoting proper wound care practices and preventive measures are encouraging patients and healthcare professionals to use advanced bandage products. This heightened awareness is leading to greater adoption of specialized bandages that improve patient outcomes and reduce complications.

Segmental Overview

The Europe and MENA medical bandage market is segmented into product, application, end user, and region. On the basis of the product, it is segmented into gauze bandage, adhesive bandage, cohesive bandage, and elastic bandage. On the basis of application, the market is divided into surgical wounds, traumatic & laceration wounds, burns, ulcers, sport injuries, and others. By end user, the market is classified into hospitals, clinics, and others. Region wise, the market is studied across Europe and the Middle East and North Africa.

By Product

The gauze bandage segment held the largest Europe and MENA medical bandage market share in 2023. This was attributed to its effectiveness in absorbing exudate, protecting wounds from contamination, and providing a sterile covering. In addition, the increasing prevalence of chronic wounds, along with the growing number of surgical procedures and trauma cases in the region, contributed to the segment's dominance.

However, adhesive bandage segment is anticipated to register the highest CAGR during the forecast period. This is attributed to a rise in demand for convenient and easy-to-use wound care solutions, particularly for minor injuries and first-aid applications. The increasing preference for adhesive bandages, due to their ability to provide a quick, non-invasive protective covering, is fueling their adoption.

By Application

The surgical wounds segment held the largest Europe and MENA medical bandage market share in 2023, driven by the rise in number of surgical procedures across the

surge in demand for effective post-surgical wound care solutions, and the growing aging population. Medical bandages, particularly those used for managing surgical wounds, are crucial for preventing infections, supporting wound healing, and ensuring proper recovery. In addition, the need for specialized bandages for several types of surgeries contributed to the segment's dominant market share.

However, ulcers segment is anticipated to register the highest CAGR during the forecast period. This growth is driven by the rise in prevalence of chronic ulcers, such as diabetic foot ulcers and pressure ulcers, due to the increasing rates of diabetes and aging populations in the region. In addition, the growing awareness of advanced wound care treatments, alongside innovations in medical bandage technologies that promote faster healing and better wound management for ulcers, is further supporting the segment's rapid expansion.

By End User

The hospitals segment held the largest Europe and MENA medical bandage market share in 2023. This is attributed to a rise in the number of surgeries, trauma cases, and inpatient care services provided by hospitals. As key centers for advanced medical treatments, hospitals require a steady supply of medical bandages for wound care, post-surgical recovery, and managing chronic wounds. The continuous rise in hospital admissions, advancements in medical procedures, and the need for specialized wound care solutions further drive the segment dominance and sustained demand.

However, the others segment is anticipated to register the highest CAGR during the forecast period. This is attributed to the increase in shift toward outpatient care, surge in adoption of home healthcare services, and the demand for convenient wound care solutions outside of traditional hospital settings. The increased adoption of home healthcare services, coupled with innovations in medical bandages designed for at-home use, supports the segment's rapid growth. In addition, the rising preference for convenient, over-the-counter wound care products are contributing to the segment expansion.

Competition Analysis

The major companies profiled in the Europe and MENA medical bandage market report include PAUL HARTMANN AG, Eurofarm SPA, National Medical Products Co. Ltd. (DAMAD), TRI M MEDICAL, Afri Medical, RAFFIN MEDICAL, Steroplast Healthcare Limited, Essity, Beiersdorf, and SMITH & NEPHEW.

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