

India Wound Care Market to 2019 - Driven by Rising Demand for Advanced Wound Care Products

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Abstracts

The report titled 'India Wound Care Market to 2019 – Driven by Rising Demand for Advanced Wound Care Products' presents a comprehensive analysis of the wound care products aspects including market size of wound care market in India by revenue along with the market segmentation by different types of products such as traditional wound care products and advanced wound care products, by organized and unorganized market structure, by type of distribution channel and by major end users. The report also entails a detailed description on the recent trends and developments in the market, major challenges and opportunities, and competitive scenario of major players in the wound care industry.

The wound care products are an important part of the overall healthcare industry in India. The growth in India wound care market has been largely impelled by the augmenting demand for better quality of health care services and increasing number of lifestyle diseases. Increasing demand for wound care products, as contributed by the factors such as high population growth, rising incomes and a growing middle class is anticipated to further stimulate the country's overall wound care products in the following years.

A higher demand of wound care products especially an increased trend in the usage of advanced wound care products has been observed amongst people of India. The increase in the advanced wound care market has been observed due to the penetration of foreign players in the India wound care market and increased disposable income of the population of India. There have been no significant changes in the traditional wound care market changes in the review period.

The market size of the wound care market in India increased from INR ~ million in

FY'2009 to INR ~ million in FY'2014 with a CAGR of 7.5%. The India wound care market registered sales revenue of INR ~ million in FY'2014, increasing from the previous year at a rate of 9.5%. The India wound care market, which has been growing at a CAGR of ~ in terms of revenue over the period FY'2009-2014, is expected to perform reasonably well in the coming years on account of significant rise in the demand for better wound care products and increase in health care expenditure in India.

Traditional wound care products have continued to dominate the India Wound Care Market with a market share of ~% in FY'2014. Advanced wound care (AWC) market made a contribution of INR ~ million in FY'2014 which increased from INR ~ million in FY'2009 at CAGR of ~%. The industry has been traditionally dominated by the unorganized sector in terms of revenue generated. The distribution channel in the wound care market is primarily dominated by the wholesalers with a market share of 60% and revenues of INR ~ million in FY'2014. 3M, Ethicon, Sutures India, B. Braun, Convatec, Smith & Nephew and others are few leading players in India wound care market.

Key Topics Covered in the Report:

The market size of India wound care market in terms of revenue.

India wound care market segmentation by type of products covering traditional wound care products and advanced wound care products.

India wound care market segmentation by organized and unorganized market, by type of distribution channels and by major end users.

SWOT analysis and Porter's five forces analysis in the India wound care market.

Government regulations and growth drivers in India wound care market

Major issues and challenges in India Wound Care market.

Competitive landscape of major wound care players in India.

Future outlook and projections of wound care products in India.

Macro economic variables (both quantitative and qualitative) of India wound care market.

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