

Scar Management Market - A Global and Regional Analysis: Focus on Product, Scar Type, End User, and Country Analysis - Analysis and Forecast, 2023-2030

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Abstracts

The global scar management market was valued at \$1,040.1 million in 2022 and is anticipated to reach \$1,594.4 million by 2030, witnessing a CAGR of 5.53% during the forecast period 2023-2030. The growth in the global scar management market is expected to be driven by the increase in the number of scars caused by surgeries, accidents, and burns, which is driving up the demand for solutions to manage them.

Market Lifecycle Stage

The global scar management market is currently in a progressing phase. Scar management has gained focus on introducing new and improved solutions for managing scars resulting from surgeries, injuries, or skin issues. This growing interest is primarily fuelled by the potential to effectively address various types of scars, including atrophic scars, hypertrophic and keloid scars, contracture scars, and stretch marks.

Furthermore, regulatory advancements, ongoing research, and collaborations between medical experts and industry players are contributing to the market's development. These combined efforts indicate a promising future for the global scar management market as it continues to adapt to the needs of people seeking solutions to enhance the appearance of scars. Moreover, as awareness among consumers continues to increase and technology advances, further growth and transformation are anticipated in the scar management market.

Despite the positive outlook, the global scar management market also faces some challenges. One significant challenge is dealing with different rules and regulations in various regions. Some advanced scar management treatments can be expensive,



which can restrict access for certain demographic groups. Moreover, ensuring affordability and accessibility remains a formidable challenge for the industry.

Furthermore, the market offers substantial opportunities. As awareness of scar management solutions continues to expand, there is a growing customer base seeking effective products and treatments. In addition, advances in technology and ongoing research and development efforts offer the potential for innovative and more efficient solutions to emerge, creating opportunities for companies to differentiate themselves. These advancements can further contribute to the overall growth of the market.

Impact

The impact on the global scar management market would be influenced by several factors, such as the increasing number of burn and trauma injuries, which creates a greater need for effective scar management solutions. Ongoing innovations in scar treatment methods continually drive market expansion. Additionally, the growing healthcare spending around the world enables more people to explore scar management options, particularly driven by a heightened focus on aesthetic appearance. Moreover, the rising number of surgical procedures, including cosmetic surgeries, plays a significant role in boosting the demand for scar management products and treatments. Collectively, these factors emphasize the market's crucial role in addressing both medical necessities and the desires of individuals seeking improved scar management solutions.

Furthermore, there are several hurdles to overcome, including complex regulations, strong competition, and need to educate both patients and healthcare professionals. Affordability and patient adherence are also significant challenges. On the bright side, there are opportunities driven by technological advancements, growing demand, increased consumer awareness, and potential collaborations. Achieving growth in this market requires effectively addressing these challenges while capitalizing on the available opportunities.

Impact of COVID-19

The global scar management market experienced significant repercussions due to the outbreak of the COVID-19 pandemic. This global health crisis brought about a range of trans productions, including disruptions to treatments, modifications in recovery timelines, shifts in treatment availability, and interruptions in supply chains. The impact of the pandemic on methods for managing scars varies depending on factors such as



the location, responses of healthcare systems, and individual circumstances. As the situation remains fluid, healthcare practices are likely to adapt to novel standards by incorporating the lessons learned from the pandemic into strategies for scar management.

The deferment or cancellation of scar revision surgeries and laser treatments likely contributed to a decline in scar management procedures. Individuals with scar-related concerns encountered delays in receiving the treatments they sought, affecting their journey toward recovery and healing. Furthermore, the reduced availability of such procedures during the pandemic could have also influenced the sales of products associated with scar management.

Within this context, cosmetic procedures and scar management interventions may have been deprioritized to address more critical medical needs arising from the pandemic. The necessity to allocate resources, medical personnel, and facilities to COVID-19 care could have led healthcare systems to temporarily shift their focus away from nonessential procedures. Therefore, the demand for scar management products and treatments might have experienced a decrease as attention and resources were directed toward combatting the virus and tending to patients with urgent medical requirements.

Market Segmentation:

Segmentation 1: by Product

Silicon Gel and Spray

Silicon Dressing

Cream and Ointment

Others

Based on product, the others segment dominated the global scar management market in FY2022. This dominance can be attributed to the popularity and effectiveness of laser treatments for scar management, making them a preferred choice among consumers and healthcare professionals.



Segmentation 2: by Scar Type

Atrophic Scars

Hypertrophic and Keloid Scars

Others

Based on scar type, the atrophic scars segment dominated the global scar management market in FY2022. This prominence can be attributed to the prevalence of atrophic scars and the growing demand for effective treatments to address this specific scar type.

Segmentation 3: by End User

Hospitals

Specialty Clinics

Home Healthcare (Over-the-Counter (OTC))

Based on end user, the hospitals segment dominated the global scar management market in FY2022. This dominance can be attributed to hospitals being key healthcare providers, often offering comprehensive scar management solutions and treatments to patients.

Segmentation 4: by Region

North America - U.S., Canada

Europe - Germany, U.K., France, Spain, Italy, Portugal, Netherlands, Ireland, Belgium, Switzerland, Norway, Denmark, Sweden, Finland, Czech Republic, Russian Federation, Poland, Austria, Romania, Slovakia, Greece, T?rkiye, and Ukraine

Asia-Pacific - China, Japan, India, Australia, South Korea, Thailand, Malaysia, and Rest-of-Asia-Pacific



Latin America - Brazil, Mexico, Argentina, Chile, Colombia, and Rest-of-Latin America

Rest-of-the-World

China dominated the Asia-Pacific market in 2022 with a share of 37.09%. Moreover, Asia-Pacific is expected to register the highest CAGR of 7.14% during the forecast period 2023-2030. Japan accounted for the second largest share of 26.45% of the Asia-Pacific scar management market. In addition, India is the fastest-growing market in the Asia-Pacific region, registering the highest CAGR of 10.97% during the forecast period 2023-2030.

Recent Developments in the Global Scar Management Market

In October 2022, Foshan United Medical Technologies Ltd. collaborated with both business and regulatory bodies to develop standardized product norms for silicone scar gel products. The culmination of this effort resulted in the creation of a scientific paper titled 'The Evaluation and its Method on Moisture Retention of Silicone Scar Gel.'

In August 2021, Merz Therapeutics and Acino signed a distribution agreement in Ukraine, CIS, and Mongolia. Acino would be responsible for commercializing Merz Therapeutics' product portfolio, covering areas such as hepatic encephalopathy, Parkinson's disease, scar, and hair treatment.

In September 2021, Sonoma Pharmaceuticals, Inc. launched three innovative products for consumers. These products, namely, Regenacyn advanced scar gel, Ocucyn eyelid, and eyelash cleanser, were made available for purchase without a prescription, making them easily accessible to consumers.

Demand – Drivers, Restraints and Opportunities

Market Demand Drivers:

Rising Incidence of Burn and Trauma Injuries



Innovative Scar Treatment Approaches

Rising Healthcare Expenditure

Presence of Concern Related to Aesthetic Appearances Leads to an Upsurge of Cosmetic-Related Surgeries and Scar Management

Increasing Number of Surgical Procedures

Market Restraints:

High Procedural Costs Associated with Scar Treatments and Management Solutions

Lack of Patient Awareness Regarding Scar Management Solutions

Market Opportunities:

Emergence of Remote Monitoring and Digital Health Solutions

How can this report add value to an organization?

Workflow/Innovation Strategy: The scar management market (by scar type) comprises atrophic scars, hypertrophic and keloid scars, contracture scars, and stretch marks. Moreover, the study provides the reader with a detailed understanding of the various types of scars and associated products tailored to address these scars.

Growth/Marketing Strategy: The scar management market's growth strategy includes innovation, expansion into emerging markets, collaboration with healthcare professionals, and regulatory streamlining. These efforts aim to enhance accessibility and meet the diverse needs of consumers.

Competitive Strategy: Key players in the global scar management market have been analyzed and profiled in the study, including new product launches and strategic collaborations. Moreover, a detailed competitive benchmarking of the players operating in the global scar management market has been done to help the reader understand



how players stack against each other, presenting a clear market landscape. Additionally, comprehensive competitive strategies such as partnerships, agreements, and collaborations will aid the reader in understanding the untapped revenue pockets in the market.

Key Market Players and Competition Synopsis

The global scar management market is experiencing significant growth driven by increasing awareness of scar-related issues, advancements in medical technology, and growing demand for aesthetic treatments. Scar management encompasses a range of products designed to improve the appearance and functionality of scars resulting from injuries, surgeries, burns, or medical conditions, such as silicone sheets, scar gels, creams, and ointments are widely used over-the-counter (OTC) scar management products. These products offer convenience and self-administration options for individuals. This market growth is primarily driven by factors such as the prevalence of burn injuries, increasing numbers of surgical procedures, and traumatic incidents, all contributing to a demand for effective scar management products and professional treatments. The scar management market is divided into distinct segments, including product, scar type, and end user.

The companies that are profiled have been selected based on inputs gathered from primary experts and analyzing company coverage, product portfolio, and market penetration.

Key Companies Profiled:

Advancis Medical

Bayer AG

B. Braun S.E.

Bio Med Sciences, Inc.

Covalon Technologies Ltd.

Derma E

M?Inlycke Health Care AB



Newmedical Technology Inc.

Quantum Health

Smith & Nephew

Sonoma Pharmaceuticals, Inc.

Stratpharma AG

Scar Heal, Inc.

Weigao Group

Winner Medical Co., Ltd.



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