

# Global Ostomy Care Market: Trends & Opportunities (2012-2017)

<https://marketpublishers.com/r/G694869A2F7EN.html>

Date: February 2013

Pages: 60

Price: US\$ 750.00 (Single User License)

ID: G694869A2F7EN

## Abstracts

The report titled “Global Ostomy Care Market: Trends & Opportunities (2012-2017)” provides an in-depth analysis of the global ostomy market with discussion on types of ostomy and associated surgical procedures. The report assesses the key opportunities in the ostomy bags and accessories market and also outlines the factors that are and will be driving the growth of the industry. Further, key players of the industry like Coloplast, Convatec, Hollister and Covidien are analyzed in the report. The report provides future growth of the industry taking into consideration the previous growth patterns, the growth drivers, the current and future trends , based on the following segmentation.

### Geographic Coverage

US

Europe

### Segment Coverage

Ostomy Bags, Accessories

### Company Coverage

Coloplast

Convatec

Hollister

Covidien

## **Executive Summary**

Ostomy refers to surgically created opening on the body connecting internal organ to the surface of the body. Depending on the organ on which surgery is done, ostomy can be broadly divided into three types - Colostomy, Ileostomy and Urostomy. Ostomy Care market consists of ostomy products such as Ostomy Bags/Pouches and ostomy accessories such as Deodorants, Irrigation Products, and Skin Barriers/Care Products. Ostomy pouching system (also called a bag) is a medical device prosthetic that provides means for the collection of waste from a surgically diverted biological system (colon, ileum, urinary) and the creation of a stoma. The selection of pouching systems varies greatly between individuals and is often based on personal preferences.

Regionally, U.S. and Europe are the biggest markets for ostomy with majority of market players operating from these regions. The growth of the market is driven by factors such as global aging population along with increase per capita. The market is also growing with rising prevalence of chronic diseases such as Crohn's disease and Ulcerative Colitis.

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