

Advanced Wound Care (AWC) -Market Insights, Competitive Landscape and Market Forecast-2026

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Abstracts

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ADVANCED WOUND CARE MARKET BY PRODUCT TYPE (DRESSINGS [FOAM DRESSINGS, HYDROCOLLOID DRESSINGS, COLLAGEN DRESSINGS, SILVER DRESSINGS, FILM DRESSINGS, AND OTHERS], THERAPY DEVICES [NEGATIVE PRESSURE WOUND THERAPY DEVICES, HYPERBARIC OXYGEN THERAPY DEVICES, DEBRIDEMENT DEVICES, AND OTHERS], GRAFTS & MATRICES), BY WOUND TYPE (SURGICAL & TRAUMATIC WOUNDS, DIABETIC FOOT ULCERS, BURNS, OTHERS), BY END-USER (HOSPITALS, SPECIALTY CLINICS, AND OTHERS), AND BY GEOGRAPHY IS ANTICIPATED TO GROW AT A SIGNIFICANT CAGR FORECAST TILL 2026 OWING TO RISING INCIDENCE OF CHRONIC WOUNDS AND GROWING AWARENESS REGARDING PROPER WOUND CARE MANAGEMENT

Global Advanced Wound Care Market was valued at USD 9.45 billion in 2020, growing at a CAGR of 10.51% during the forecast period from 2021 to 2026, to reach USD 16.97 billion by 2026. The demand for Advanced Wound Care is predominantly associated with the rising incidence of chronic wounds associated with various chronic disorders such as diabetes, cancer, and also with rising incidence of active wounds comprising burns, surgical wounds, among others, increase in the ageing population, increasing awareness of proper wound care management, rising funding for wound care research, and technological advancements in wound care product offerings.

ADVANCED WOUND CARE MARKET DYNAMICS:

Chronic wounds can be defined as wounds that have not undergone an orderly and

timely repair process to produce anatomical and functional integrity within 3 months or wounds that have undergone a repair process but have not established sustained anatomical and functional results. According to the cause, the Wound Healing Society classifies chronic wounds into four categories: pressure ulcers, diabetic ulcers, venous ulcers, and arterial insufficiency ulcers. According to a study published in Elsevier in 2018, the rough prevalence rate for chronic non-healing wounds in developed countries is 1% to 2% of the general population similar to the prevalence rate for heart failure. Chronic wounds have a significant impact on the health and quality of life of patients and their families. They can cause pain, loss of function and mobility, depression, pain and anxiety, shame and social isolation, financial burden, long-term hospitalization and chronic diseases, and even death. Therefore, to properly treat chronic wounds, advanced wound care products are required, which in turn is expected to drive the Global Advanced Wound Care market.

In addition, major market manufacturers are focusing on developing technologically advanced wound care devices. For instance, in March 2020, Smith & Nephew launched PICO 14 single use negative pressure wound therapy system (sNPWT). This sNPWT system has a pump duration of around 14 days and requires less user intervention. Thus, newly developed advanced wound care devices may help in contributing to patient management that will augment the Global Advanced Wound Care market growth during the forecasted period.

Certain factors such as the Advance Wound Care giving faulty readings sometimes and also non-availability of best practice guidelines for using remote Advance Wound Care pose as a minor hurdle for the Advanced Wound Care growth of the market.

ADVANCED WOUND CARE MARKET SEGMENT ANALYSIS:

Advanced Wound Care Market by Product Type (Dressings [Foam Dressings, Hydrocolloid Dressings, Collagen Dressings, Silver Dressings, Film Dressings, and Others], Therapy Devices [Negative Pressure Wound Therapy Devices, Hyperbaric Oxygen Therapy Devices, Debridement Devices, and Others], Grafts & Matrices), by Wound Type (Surgical & Traumatic Wounds, Diabetic Foot Ulcers, Burns, Others), by End User (Hospitals, Specialty Clinics, And Others), and by Geography (North America, Europe, Asia-Pacific, and Rest of the World).

In Advanced Wound Care product segment, the dressing segment is anticipated to hold the largest market share. This is due to the availability of wide variety of advanced dressings such as foam dressings, silver dressings, and film dressings, among others.

Also, foam dressing among all the dressing categories is projected to have a lucrative growth during the forecasted period as these are usually made of polyurethane foam making it hydrophilic. The rate of absorbency differ with their composite and thickness. However, some provide absorption capacity up to 7 days. The advantages associated with foam dressing such as moisture wound healing, non-adherent nature, and bacterial barrier are further increasing their demand.

Additionally, a new development in the dressing product lines and new product launches are bolstering the segment growth of the Advanced Wound Care market during the forecasted period. For instance, in April 2017, Convatec has launched Foam Lite, a light, flexible silicone foam dressing for managing low to non-exuding chronic and acute wounds.

NORTH AMERICA IS EXPECTED TO DOMINATE THE OVERALL ADVANCE WOUND CARE MARKET:

Among all the other regions, North America is expected to dominate the overall Advanced Wound Care market during the forecast period. This domination can be primarily attributed to the rising prevalence of chronic conditions that ultimately resulting in chronic, surgical, and traumatic wounds, rising incidence of burn injuries, increase in expenditure on surgical and chronic wounds, and technological advancements in this region.

Further, the United States represents the largest market worldwide supported by developed healthcare infrastructure and rising healthcare expenditure. Also, according to the American Burn Association (ABA) National Burn Repository 2019 flame burns are still the majority of injuries in the US (43%), with scalds second at 34% followed by contact at 9%, electrical burn injuries (4%), chemical (3%) and other (7%). Moreover, diabetic foot ulcer, a type of chronic wound in diabetic patients may also contribute to the market growth in the region due to rising cases of diabetes. For instance as per the National Diabetes Statistics Report 2021, approximately 34.2 million people have diabetes which comprise 10.5% of the US population. Thus these critical condition is likely to increase the risk of developing chronic wounds thereby augmenting the market for advanced wound care market. In addition, rising surgical procedures is also one of the major factors driving the Advanced Wound Care market growth.

Furthermore, presence of key market players, commercialization activities such as merger acquisition, collaboration, and others among major key players, also new product launches are the factors that is expected to drive the market. For instance, in

2019, 3M acquired advanced wound care & specialty surgical solutions segments of Acelity and its Subsidiaries KCI with an aim to expand the company's product portfolio. Hence, contributing the Advanced Wound Care market growth.

Asia-Pacific region has the future potential growth for the Global Advanced Wound Care. This is due to the rising burden of geriatric population who are susceptible of developing chronic disorders. Rapid urbanization, increase in disposable income, penetration by emerging local players in the market, rising awareness related to advanced healthcare technologies is likely to surge the Advanced Wound Care market during the forecasted period.

ADVANCED WOUND CARE MARKET KEY PLAYERS:

Some of the key market players operating in the Advanced Wound Care market includes Smith & Nephew Plc., M?Inlycke Health Care AB, ConvaTec Group, 3M Group, Accel-Heal, Zimmer Biomet, B. Braun Melsungen Ag, Cardinal Health Inc., DermaRite Industries LLC, Lohmann & Rauscher, Hollister Incorporated, Welcare Industries SPA, Mil Laboratories, among others.

RECENT DEVELOPMENTAL ACTIVITIES IN ADVANCED WOUND CARE MARKET:

? In January 2021, Integra LifeSciences completed the acquisition of Acell Inc. Together with ACell Inc. the company is looking forward to continue to advance wound care innovation.

? In January 2020, ConvaTec Group Plc announced the release of ConvaMax™, a super absorber wound dressing for the management of highly exuding wounds including leg ulcers, diabetic foot ulcers, and others.

KEY TAKES AWAY FROM THE ADVANCED WOUND CARE MARKET REPORT STUDY

? Market size analysis for current market size (2020), and market forecast for 5 years (2021-2026)

? The effect of the COVID-19 pandemic on this market is significant. To capture and analyze suitable indicators, our experts are closely watching the Advance Wound Care market.

? Top key product/services/technology developments, merger, acquisition, partnership, joint venture happened for last 3 years

? Key companies dominating the Global Advance Wound Care Market.

? Various opportunities available for the other competitor in the Advance Wound Care Market space.

? What are the top performing segments in 2020? How these segments will perform in 2026.

? Which is the top-performing regions and countries in the current market scenario?

? Which are the regions and countries where companies should have concentrated on opportunities for Advance Wound Care market growth in the coming future?

TARGET AUDIENCE WHO CAN BE BENEFITED FROM ADVANCED WOUND CARE MARKET REPORT STUDY

? Advance Wound Care providers

? Research organizations and consulting companies

? Advance Wound Care-related organization, association, forum, and other alliances

? Government and corporate offices

? Start-up companies, venture capitalists, and private equity firms

? Distributors and Traders in Advance Wound Care market

? Various End-users who want to know more about the Advance Wound Care Market and latest technological developments in the Advance Wound Care market.

FREQUENTLY ASKED QUESTIONS FOR ADVANCED WOUND CARE MARKET:

What is Advanced Wound Care?

Advanced Wound Care provides advanced wound dressings and skin care products

used for the management of acute and chronic wounds resulting from conditions such as diabetes, immobility and venous disease, as well as from traumatic injury, burns, invasive surgery and other causes.

What is the market for Global Advanced Wound Care?

Global Advanced Wound Care Market was valued at USD 9.45 billion in 2020, growing at a CAGR of 10.51% during the forecast period from 2021 to 2026, to reach USD 16.97 billion by 2026.

What are the drivers for Global Advanced Wound Care?

The major drivers driving the demand for Advanced Wound Care are growing incidence of chronic wounds, rising geriatric and obese population, growing concern to look beautiful, among others.

What are the key players operating in Global Advanced Wound Care Market?

Some of the key market players operating in the Advanced Wound Care market includes Smith & Nephew Plc., M?Inlycke Health Care AB, ConvaTec Group, 3M Group, Accel-Heal, Zimmer Biomet, B. Braun Melsungen Ag, Cardinal Health Inc., DermaRite Industries LLC, Lohmann & Rauscher, Hollister Incorporated, Welcare Industries SPA, Mil Laboratories, among others.

What regions has the highest share in Advanced Wound Care market?

Among all the other regions, North America is expected to dominate the overall Advanced Wound Care market during the forecast period. This domination can be primarily attributed to the rising prevalence of chronic conditions that ultimately resulting in chronic, surgical, and traumatic wounds, rising incidence of burn injuries, increase in expenditure on surgical and chronic wounds, and technological advancements in this region.

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