

Wound Care in Colombia

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Abstracts

Wound care is a mature category that is therefore seeing steady rather than dynamic growth. Colombians tend to purchase wound care when it is needed rather than stocking up on the products at home. This situation is unlikely to change dramatically over the forecast period. Another reason not to stock up on the products is that they are widely available in a wide variety of distribution outlets, including chemists/pharmacies, modern retailers and independent small grocers. Innovation and promotio...

Euromonitor International's Wound Care in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 illustrate how the market is set to change.

Product coverage: First Aid Kits, Gauze, Tape and Other Wound Care, Sticking Plasters/Adhesive Bandages.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Wound Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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