

# Wound Treatments - Japan

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## Abstracts

Wound treatments continued to show value growth in 2009, rising to approach ¥22 billion, up almost 1% on the previous year. Performance was driven by increased sales of sticking plaster products due to their convenience. However, growth slowed down due to the bad economy, which caused consumers to shift to cheaper alternatives such as private label products. This was along with higher price competition among retailers seeking to win customers. Branded products continued to counter the situation...

Euromonitor International's Wound Treatments Products in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Other Wound Treatments, Sticking Plasters

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

### Why buy this report?

Get a detailed picture of the Consumer Health industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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