

Wound Treatments - Philippines

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Wound treatments current value sales grew by 1% in 2009 to reach Ps492 million. Volume sales also grew by 1%. Despite this positive development, wound treatments remained a niche sector in the context of consumer healthcare as a whole. This was due to the fact many Filipinos perceive wound treatments products to be unnecessary, believing that leaving minor cuts and scrapes exposed after cleaning them and applying topical antiseptics speeds up the healing process.

Euromonitor International's Wound Treatments Products in Philippines 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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March 2010

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