

# Wound Treatments - Singapore

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## Abstracts

Wound treatments experienced 2% current value growth to attain almost S\$4 million sales in 2009. During the economic recession, consumers traded down to private label for sticking plasters, which were priced much lower than branded sticking plasters. Private label was perceived as having little difference in quality compared to the branded plasters, hence resulting in consumers' willingness to trade down. However, branded products were still preferred for other wound treatments such as...

Euromonitor International's Wound Treatments Products in Singapore 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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