

Surgical Mask Market - Forecasts from 2020 to 2025

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Abstracts

The surgical mask market is expected to grow at a CAGR of 7.21% over the forecast period to reach US\$7,634.793 million by 2025, increasing from US\$5,026.046 million in 2019. Surgical masks are worn by healthcare professionals during surgery or nursing to prevent cross-contamination of bacteria or viruses. The demand for a surgical mask will rise owing to the expanding healthcare industry worldwide. Also, the increasing number of surgeries due to increasing cases of injuries and the growing geriatric population will further boost the demand for the surgical mask.

Favourable government policies

Rising government initiatives all around the globe towards the healthcare industry is driving the growth of the market during the forecast period. In countries like Saudi Arabia and UAE where medical tourism is growing exponentially, with the increasing investment by both public and private players coupled with the favourable government policies the market for surgical masks is anticipated to witness substantial growth. For instance, in the recent years, healthcare remains a top priority for the Saudi Arabian Government, in 2018, the government allocated nearly US\$39.2 billion for healthcare and social development sector an increase of 10 percent over 2017 figure (Source: Government of Saudi Arabia). Country's Vision 2030 program also focuses on healthcare under which the government is diverting its funds towards the development of new hospitals and robust the healthcare infrastructure. Also, State-of-the-art healthcare infrastructure in the UAE and ease of obtaining Visa for medical treatment in Dubai is attracting people, who seek a high quality of healthcare services at lower costs, from across the globe. According to data from the Dubai Chamber of Commerce and Industry, the value of the medical tourism sector in the UAE rose by 5.5% over the previous year's value as the total revenue from the sector reached Dh12.1 billion in 2018.

The rising popularity of cosmetic surgeries

The market growth is also being contributed to by the rising popularity of cosmetic surgeries in many parts of the world. For instance, according to data from the International Society of Plastic Surgery (ISAPS), the total number of face & head aesthetic procedures stood at 311,571 in 2015. In the same year, the total number of breast procedures for aesthetics reached 74,876 and the number of other cosmetic surgical procedures also witnessed a healthy growth.

Increasing per capita healthcare spending in developing countries

It is considered as one of the prime drivers for the growth of the market during the forecast period. According to the Organisation for Economic Co-operation and Development data, the per capita healthcare spending in Mexico has increased from 907USD in 2009 to nearly 1338USD by the end of 2018. Both and public and private players are investing heavily in the developing countries to cater to the growing demand for the surgical mask on account of growing surgical processes and increasing health awareness.

Growing aging population

The growing geriatric population in many parts of the world is expected to be one of the prime drivers for the growth of the market over the forecast period. For instance, the aging population in China continues to be one of the factors driving up the number of surgical procedures in the country. The WHO has projected a 50% rise in annual cardiovascular disease events between 2010 and 2030 based solely on the growing geriatric population in China. Rising disposable income is encouraging people to demand better quality healthcare solutions for which they are ready to pay high premiums. Rising demand for private health insurance plans is also increasing the number of surgical procedures in this country. Chinese authorities started offering tax incentives from July 1, 2017, in order to encourage the middle-class population to buy private health insurance. In addition, according to the April 2018 OECD report, the country's aging population will continue to exert pressure on public spending on health, which is the sixth-highest among OECD countries, and spending on long-term care which has surged drastically in the last decade. Yet, the healthy lifestyle being practiced by the majority of the Japanese population continues to keep a check on the incidence of complex diseases among them.

North America is holding a significant share in the market

By geography, the surgical mask market is segmented as North America, South America, Europe, the Middle East and Africa, and the Asia Pacific. The surgical mask market in North America is estimated to hold a significant share in 2019 and is anticipated to grow rapidly on account of rising health awareness coupled with strict health care norms in countries like the United States and Canada in the region. Simultaneously, the region is the home of the world's largest pharmaceutical companies and with the high hygiene standards for healthcare professionals among European and American populations, the market is anticipated to witness substantial growth in North America and Europe region. The Asia Pacific is also expected to provide good growth opportunities on account of rising geriatric population in Japan and increasing prevalence of severe conditions like cancer and strokes among others in China

Competitive Insights

Prominent key market players in the Indian surgical mask market include Reckitt Benckiser Group plc, Procter & Gamble, The Himalaya Drug Company, Henkel AG & Company, and Unilever among others. Due to intense competition, different firms are adopting different strategies to improve their margins. Large enterprises look for strategic partnerships including mergers and acquisitions and joint ventures to boost their market share. In addition, companies are also offering volume discounts through bundling other products into their final offerings, moreover, different firms are offering similar products that are difficult to differentiate which is leading market players to invest heavily in R&D and marketing strategies. Major players in the global surgical mask market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last year. The company profiles section details the business overview, financial performance (public companies) for the past few years, key products and services being offered along with the recent deals and investments of these important players in the global surgical mask market.

Segmentation:

By Product

Basic Surgical Mask

Anti-fog Surgical Mask

Fluid Resistant Surgical Mask

N95 Mask

Others

By Distribution Channel

Online

Offline

Pharmacy Store

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Spain

Italy

Others

Middle East and Africa

UAE

Saudi Arabia

Others

Asia Pacific

Japan

China

India

South Korea

Others

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