

United States Wound Care Market Assessment, By Product [Advanced Wound Dressings, Surgical Wound Care, Traditional Wound Care, Wound Therapy Devices], By Applications [Chronic Wounds, Acute Wounds], Mode of Purchase [Prescribed, Non-prescribed], Distribution Channel [Institutional Sales, Retail Sales], By End-user [Hospitals, Outpatient Facilities, Home care, Research and Manufacturing], By Region, Opportunities and Forecast, 2017-2031F

<https://marketpublishers.com/r/U59689C67EE8EN.html>

Date: March 2025

Pages: 125

Price: US\$ 3,300.00 (Single User License)

ID: U59689C67EE8EN

Abstracts

United States wound care market size was valued at USD 5.21 billion in 2023, and is expected to reach USD 9.02 billion in 2031, with a CAGR of 7.1% for the forecast period between 2024 and 2031F. The growing aging population, increasing number of surgical procedures, increasing prevalence of chronic wounds, ulcers, and diabetic ulcers, and the shift in focus of key players to launch advanced products to treat various wounds are driving the market in the United States.

In recent years, the market has witnessed significant advancements in wound care technologies, including innovative wound dressings, biologics, and regenerative medicine approaches, all aimed at improving the healing process and patient outcomes. The market is characterized by a diverse range of products and services, including traditional wound dressings, negative pressure wound therapy, hyperbaric oxygen therapy, and advanced wound care products such as bioactive wound dressings and skin substitutes. Home healthcare and outpatient wound care clinics have gained prominence, enabling patients to receive high-quality wound care outside traditional hospital settings. As a result, the United States wound care market has become

increasingly patient-centric, focusing on improving the overall quality of life for individuals dealing with chronic wounds and injuries. Market players, ranging from pharmaceutical companies to medical device manufacturers, are investing in research and development to meet this growing demand and further enhance wound care outcomes in the United States

Increasing Number of Hospitals with Advanced Resources

The growing presence of established hospitals featuring specialized wound management centers stands out as a pivotal driver for market expansion. Furthermore, the increase in the admission of patients with chronic wounds can be attributed to the presence of advanced medical equipment and the comprehensive reimbursement policies extended by hospitals, further fueling the growth of the United States wound care market. Additionally, hospitals are forging partnerships with key industry players to increase awareness and deliver acute wound management services, thereby fostering market advancement. In April 2022, Healogics collaborated with Vizient Hospital to efficiently deliver outpatient wound management and treatment services. In December 2021, Smith & Nephew obtained FDA approval for its PICO 7 Single Use Negative Pressure Wound Therapy System, designed for the removal of exudates from a range of wound types. The system is compatible for use in both hospital and homecare settings.

Growing Incidence of Acute and Chronic Wounds

The increasing incidence of both acute and chronic wounds stands as a significant factor shaping the market's growth in the years to come. As per a 2021 article published in NCBI, chronic wounds such as diabetic foot ulcers, pressure ulcers, leg ulcers, and others are mostly found in individuals aged 65 years and older, with an expected impact on around 2% of the entire population of the United States. According to a 2022 report released by the Centers for Disease Control and Prevention, approximately 37.3 million individuals in the United States were living with diabetes. Furthermore, numerous research articles have reported that approximately 2-5% of the United States population with diabetes mellitus develop diabetic foot ulcers. As reported by the Agency for Healthcare Research and Quality, approximately 2.5 million individuals in the United States experience pressure ulcers each year. Additionally, these ulcers are notably common among the elderly population. Moreover, according to data from the United Health Foundation, there are approximately 54 million adults aged 65 years and older residing in the country, and this figure is anticipated to grow to 85.7 million by 2050. Consequently, the increasing population of elderly individuals is expected to increase

the likelihood of pressure ulcers among this group, consequently driving the demand for chronic wound treatment products in the future.

Introduction of Technologically Advanced Products

The market is expected to witness a surge in product adoption among patients, primarily due to the changing priorities of prominent companies like ConvaTec Group Plc and Smith & Nephew, who are placing greater emphasis on research and development, along with the introduction of innovative products in the country. Furthermore, the growing support from regulatory agencies for a wide range of wound management products is projected to further bolster the market's expansion. In January 2023, ConvaTec Group PLC introduced ConvaFoam in the United States. The ConvaFoam dressing line incorporates advanced silicone technology to enhance adhesion, extends wear time to seven days, improves absorbency, includes superabsorbent layers, and enables continuous monitoring. These innovations make the product suitable for a wide range of wound types.

Partnerships Between Leading Market Players

Leading companies in the United States actively engage in strategic acquisitions to bolster their presence and expand their product portfolios. These acquisitions reflect the industry's ongoing commitment to innovation and the delivery of advanced wound care products and services, enhancing their capacity to meet the growing healthcare needs of patients across the United States. In November 2022, InfuSystem Holdings, Inc. entered a collaboration with Sanara MedTech Inc., resulting into the establishment of SI Wound Care, LLC. The partnership primarily aims to create a comprehensive wound management solution aimed at enhancing patient outcomes while effectively reducing costs. In November 2021, Convatec Group PLC renewed its contract partnership with Vizient, Inc. for an additional three years, with the overarching goal of providing top-tier products to assist patients and caregivers in their wound care needs.

Impact of COVID-19

The pandemic's emergence resulted in a decline in the market. Wound management was excluded from the list of essential procedures during the pandemic, leading to adverse effects on the market. In the initial stages of the pandemic, the healthcare workforce primarily directed their efforts towards crisis management. Additionally, widespread lockdown measures aimed at mitigating virus spread led to the closure of non-essential clinics and postponed patient visits, significantly affecting the market.

According to a 2021 research article published by HMP Global, over 40% of wound treatment clinics experienced temporary closures in 2020. Additionally, hospital-based outpatient departments saw a significant decrease of 60% in patient visits during that time. Several industry participants in the nation reported a substantial decrease in their earnings throughout the pandemic. For example, Smith & Nephew, saw a 5.1% drop in revenue from its advanced wound care business segment in 2020 as compared to 2019. This decline was attributed to a reduction in elective surgeries and restrictions placed on healthcare facility access.

Key Players Landscape and Outlook

The United States wound care market exhibits a semi-consolidated structure, with a selected group of established players operating in the advanced wound products sector, while others focus on traditional products. Prominent companies like 3M, Smith & Nephew, and Convatec Group PLC, among others, command a substantial share in the United States wound care market. The growth of these companies is driven by a surge in strategic initiatives, including the introduction of new products, the expansion of sales channels, and the adoption of inorganic strategies to fortify their market presence within the country. In January 2023, ConvaTec Group PLC introduced ConvaFoam in the United States. The ConvaFoam dressing line incorporates advanced silicone technology to enhance adhesion, extends wear time to seven days, improves absorbency, include superabsorbent layers, and enable exudate monitoring.

Contents

1. RESEARCH METHODOLOGY

2. PROJECT SCOPE & DEFINITIONS

3. IMPACT OF COVID-19 ON UNITED STATES WOUND CARE MARKET

4. EXECUTIVE SUMMARY

5. UNITED STATES WOUND CARE MARKET OUTLOOK, 2017-2031F

5.1. Market Size & Forecast

5.1.1. By Value

5.1.2. By Volume

5.2. By Product

5.2.1. Advanced Wound Dressings

5.2.1.1. Foam Dressings

5.2.1.2. Hydrocolloid Dressings

5.2.1.3. Film Dressings

5.2.1.4. Alginate Dressings

5.2.1.5. Hydrogel Dressings

5.2.1.6. Collagen Dressings

5.2.1.7. Others

5.2.2. Surgical Wound Care

5.2.2.1. Sutures & Staples

5.2.2.2. Tissue Adhesive and Sealants

5.2.2.3. Anti-Infective Dressing

5.2.3. Traditional Wound Care

5.2.3.1. Medical Tapes

5.2.3.2. Cotton

5.2.3.3. Bandages

5.2.3.4. Gauzes

5.2.3.5. Sponges

5.2.3.6. Cleansing Agents

5.2.4. Wound Therapy Devices

5.2.4.1. Negative Pressure Wound Therapy

5.2.4.2. Oxygen And Hyperbaric Oxygen Equipment

5.2.4.3. Electric Stimulation Devices

5.2.4.4. Pressure Relief Devices

5.2.4.5. Others

5.3. By Applications

5.3.1. Chronic Wounds

5.3.1.1. Diabetic Foot Ulcers

5.3.1.2. Pressure Ulcers

5.3.1.3. Venous Leg Ulcers

5.3.1.4. Other

5.3.2. Acute Wounds

5.3.2.1. Surgical & Traumatic Wounds

5.3.2.2. Burns

5.4. By Mode of Purchase

5.4.1. Prescribed

5.4.2. Non-Prescribed

5.5. By Distribution Channel

5.5.1. Institutional Sales

5.5.2. Retail Sales

5.6. By End-user

5.6.1. Hospitals

5.6.2. Outpatient Facilities

5.6.3. Home Care

5.6.4. Research & Manufacturing

5.7. By Region

5.7.1. Northeast

5.7.2. Southwest

5.7.3. West

5.7.4. Midwest

5.7.5. Southeast

5.8. By Company Market Share (%), 2023

6. MARKET MAPPING, 2023

6.1. By Product

6.2. By Application

6.3. By End-User

6.4. By Mode of Purchase

6.5. Distribution Channel

6.6. By Region

7. MACRO ENVIRONMENT AND INDUSTRY STRUCTURE

- 7.1. Supply Demand Analysis
- 7.2. Import Export Analysis – Volume and Value
- 7.3. Supply/Value Chain Analysis
- 7.4. PESTEL Analysis
 - 7.4.1. Political Factors
 - 7.4.2. Economic System
 - 7.4.3. Social Implications
 - 7.4.4. Technological Advancements
 - 7.4.5. Environmental Impacts
 - 7.4.6. Legal Compliances and Regulatory Policies (Statutory Bodies Included)
- 7.5. Porter's Five Forces Analysis
 - 7.5.1. Supplier Power
 - 7.5.2. Buyer Power
 - 7.5.3. Substitution Threat
 - 7.5.4. Threat from New Entrant
 - 7.5.5. Competitive Rivalry

8. MARKET DYNAMICS

- 8.1. Growth Drivers
- 8.2. Growth Inhibitors (Challenges, Restraints)

9. REGULATORY FRAMEWORK AND INNOVATION

- 9.1. Patent Landscape
- 9.2. Regulatory Approvals
- 9.3. Innovations/Emerging Technologies

10. KEY PLAYERS LANDSCAPE

- 10.1. Competition Matrix of Top Five Market Leaders
- 10.2. Market Revenue Analysis of Top Five Market Leaders (in %, 2023)
- 10.3. Mergers and Acquisitions/Joint Ventures (If Applicable)
- 10.4. SWOT Analysis (For Five Market Players)
- 10.5. Patent Analysis (If Applicable)

11. PRICING ANALYSIS

12. CASE STUDIES

13. KEY PLAYERS OUTLOOK

13.1. Johnson and Johnson

13.1.1. Company Details

13.1.2. Key Management Personnel

13.1.3. Products & Services

13.1.4. Financials (As reported)

13.1.5. Key Market Focus & Geographical Presence

13.1.6. Recent Developments

13.2. 3M Co

13.3. Smith & Nephew

13.4. ConvaTec Group PLC

13.5. Cardinal Health

13.6. Medtronic

13.7. Integra Lifesciences

13.8. Medline Industries, LP

*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

I would like to order

Product name: United States Wound Care Market Assessment, By Product [Advanced Wound Dressings, Surgical Wound Care, Traditional Wound Care, Wound Therapy Devices], By Applications [Chronic Wounds, Acute Wounds], Mode of Purchase [Prescribed, Non-prescribed], Distribution Channel [Institutional Sales, Retail Sales], By End-user [Hospitals, Outpatient Facilities, Home care, Research and Manufacturing], By Region, Opportunities and Forecast, 2017-2031F

Product link: <https://marketpublishers.com/r/U59689C67EE8EN.html>

Price: US\$ 3,300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U59689C67EE8EN.html>