

# **OTC Braces & Supports Market by Product (Knee, Ankle, Hip, Spine, Shoulder, Elbow, Hand, Wrist), Type (Soft, Rigid, Hinged), Application (Preventive, OA, Ligament Injury, Compression), Distribution (Pharmacies, E-com, clinics) - Global Forecast to 2027**

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## **Abstracts**

The OTC braces and supports market is valued at an estimated USD 942 million in 2022 and is projected to reach USD 1,286 million by 2027, at a CAGR of 6.4% during the forecast period. Growth in the otc braces and supports market is stimulated because of increase in cases of orthopedic diseases & disorders, continuity in product supply and marketing, better product prices and availability in the market, rise in number of sports and participation in sports, and growth in public awareness of preventive care. Other factors such as increased sales of over-the-counter and online products and marketing and educating initiatives undertaken by key product manufacturers will provide a huge growth and expansion opportunities for these players in the market.

“The knee braces and supports segment accounted for the largest share of the otc braces and supports market, by product”

Based on product, the otc braces and supports market is segmented into knee braces and supports; ankle braces and supports; back, hip, & spine braces and supports; foot walkers and orthoses; hand & wrist braces and supports; shoulder braces and supports; elbow braces and supports; and facial braces and supports. The knee braces and supports segment is expected to have the highest growth during the study period mainly as these products provide clinical and medical support, decrease the rotation of the knee, limit the harm due to motion, and protect from the post-surgical threat of injury.

“Preventive Care captured the largest market share in the otc bracing and supports

applications market”

Based on the application, the otc braces and supports market is segmented into preventive care, ligament injury, osteoarthritis, compression therapy, and other applications. The preventive care segment is expected to have the largest share of the market in 2022. This large share is due to increase in quick and reliable availability of over the counter braces and growing public awareness about health.

Pharmacies & retailers to hold the largest market share in the global otc braces and supports market, by distribution channel”

On the basis of the distribution channel, the otc braces and supports market is classified into pharmacies & retailers, e-commerce platforms, orthopedic clinics and hospitals. Pharmacies & retailers are expected to hold the largest share in distribution channel segment in the otc braces and supports market in 2022. Market growth of this segment is highly attributed to large scale sourcing and availability of orthopedic bracing and support products in the retailers & pharmacies and increasing preference of off-the-shelf products for foot injuries in major countries (due to easy access).

“The Asia Pacific market to witness the highest CAGR during the forecast period”

The otc braces and supports market is divided into five major regions, namely, North America, Europe, the Asia Pacific, Latin America, and the Middle East and Africa. The Asia Pacific region is expected to be the fastest-growing region during the study period. Demand for otc braces and supports in the APAC supported by the increase in aging and obese population (associated with the high orthopedic & diabetes-related diseases) and increased health spending in APAC countries. Due to the region's high-growth potential, key product manufacturers carry out strategic initiatives such as product marketing to maintain their position in the market.

The primary interviews conducted for this report can be categorized as follows:

By Company Type: Tier 1 - 40%, Tier 2 - 30%, and Tier 3 - 30%

By Designation: C-level - 27%, D-level - 18%, and Others - 55%

By Region: North America - 51%, Europe - 21%, Asia Pacific - 18%, Latin America – 6% , and the Middle East & Africa – 4%

## Lists of Companies Profiled in the Report:

3M COMPANY (U.S.)

DJO GLOBAL, INC. (ENOVIS)

Zimmer Biomet Holdings, Inc (U.S.)

?SSUR (ICELAND)

OTTOBOCK HEALTHCARE (GERMANY)

MEDI GMBH & CO. KG (GERMANY)

DEROYAL INDUSTRIES, INC. (U.S.)

BAUERFEIND AG (GERMANY)

Essity [BSN MEDICAL (GERMANY) & FLA Orthopedics (US)]

BIRD & CRONIN, INC. (US)

MUELLER SPORTS MEDICINE, INC. (US)

BREG, INC. (US)

THUASNE GROUP (FRANCE)

TRULIFE GROUP LTD (IRELAND)

FOUNDATION WELLNESS (U.S.)

BECKER ORTHOPEDIC (US)

NEO G (US)

FRANK STUBBS COMPANY, INC. (US)

PRIM S.A. (SPAIN)

ORLIMAN S.L.U (SPAIN)

NIPPON SIGMAX CO., LTD. (JAPAN)

ALCARE CO., LTD. (JAPAN)

MCDAVID, INC. (US)

UNITED MEDICARE (INDIA)

VISSCO REHABILITATION AIDS PVT. LTD. (INDIA)

#### Research Coverage:

This report provides a detailed picture of the global otc braces and supports market. It aims at estimating the size and future growth potential of the market across different segments, such as type, application, end user, and region. The report also includes an in-depth competitive analysis of the key market players, along with their company profiles, recent developments, and key market strategies.

#### Key Benefits of Buying the Report:

The report will help market leaders/new entrants by providing them with the closest approximations of the revenue numbers for the overall otc braces and supports market and its subsegments. It will also help stakeholders better understand the competitive landscape and gain more insights to better position their business and make suitable go-to-market strategies. This report will enable stakeholders to understand the market's pulse and provide them with information on the key market drivers, restraints, opportunities, and challenges.

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