

Traditional Wound Care - Company Evaluation Report, 2025

<https://marketpublishers.com/r/T548E6AE40ECEN.html>

Date: August 2025

Pages: 121

Price: US\$ 2,650.00 (Single User License)

ID: T548E6AE40ECEN

Abstracts

The Traditional wound care Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Traditional wound care. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and industry trends. MarketsandMarkets 360 Quadrants evaluated over 97 companies, of which the Top 21 Traditional wound care Companies were categorized and recognized as quadrant leaders.

Traditional wound care encompasses a range of basic, conventional products used to cover and protect minor acute wounds. This category primarily includes products like gauze sponges, absorbent cotton, bandages, and adhesive tapes. Their fundamental functions are to absorb light wound exudate, provide a physical barrier against contamination, and offer mechanical protection to the injured site. These products represent the most established and widely used first-line approach for managing simple cuts, abrasions, and clean post-surgical incisions in both clinical and home settings.

The market for traditional wound care products remains robust, primarily driven by their low cost and universal availability, making them a staple in first-aid kits and hospitals globally. The world's growing geriatric population, which is more susceptible to skin tears and minor injuries, ensures a consistent and high-volume demand. Likewise, the sheer number of surgical procedures performed daily across the globe relies on these products for initial dressing and protection. Their simplicity, familiarity, and cost-effectiveness guarantee their continued, widespread use by both the general public and healthcare professionals.

However, the primary challenge to this market is the increasing clinical shift towards advanced wound care solutions. Products like hydrocolloids and foam dressings

promote a moist healing environment, which can accelerate healing and reduce scarring. Traditional dressings, particularly gauze, can adhere to the wound bed, causing pain and tissue trauma upon removal. They are also less effective for managing complex, chronic, or heavily exuding wounds, where advanced therapies offer clear clinical superiority, thus limiting the growth potential of the traditional wound care segment.

The 360 Quadrant maps the Traditional wound care companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Traditional wound care quadrant. The top criteria for product footprint evaluation included

Key Players:

Major vendors in the Traditional wound care market are Solventum (US), Cardinal Health (US), Smith+Nephew (UK), Nitto Denko Corporation (Japan), MCKESSON CORPORATION(US), Beiersdorf (Germany), Owens & Minor, Inc. (US), Essity Aktiebolag (Sweden), PAUL HARTMANN AG (Germany), Kenvue (US), M?Inlycke AB (Sweden), B. Braun SE (Germany), Medline Industries, LP (US), Lohmann & Rauscher GmbH & Co. KG (Germany), Winner Medical Co., Ltd. (China), Urgo Group (France), Medicom (Canada) and DeRoyal Industries, Inc. (US). The key strategies major vendors implement in the Traditional wound care market are partnerships, collaborations, product launches, and product enhancements.

Solventum

Following its 2024 spin-off from 3M, Solventum has emerged as a major independent healthcare leader. The company commands a significant market presence across key segments including Medical Surgical, Dental Solutions, and Health Information Systems. Leveraging deep expertise in material and data science, Solventum offers a vast portfolio of trusted products, from advanced wound care to clinical documentation software. Its strategic focus on solving critical patient needs while driving growth and margin expansion solidifies its position as a well-capitalized, global medtech innovator poised for continued market influence.

Cardinal Health

Cardinal Health is an essential pillar of the US healthcare system, operating as a leading pharmaceutical distributor and a major manufacturer of medical supplies. The

company's vast logistics network ensures the daily delivery of medicines to pharmacies and hospitals across the nation. Strategically, Cardinal Health is focused on enhancing the growth and profitability of its Medical segment, which produces its own brand of surgical and laboratory products. While optimizing its core distribution business, the company is also investing in high-growth areas like specialty pharmaceuticals, solidifying its critical role in the healthcare supply chain.

Smith+Nephew

Smith+Nephew is a leading global medical technology company with a strong portfolio in Orthopaedics, Sports Medicine, and Advanced Wound Management. The British multinational is renowned for its hip and knee implants, minimally invasive surgical tools, and advanced wound care products. A central element of its strategy is driving the adoption of its CORI™ robotic-assisted surgical system, a key differentiator in the orthopaedics market. Through a focus on innovation in its core segments and a strategic plan to improve operational performance, Smith+Nephew is working to accelerate growth and strengthen its competitive position worldwide.

Contents

1 INTRODUCTION

- 1.1 MARKET DEFINITION
- 1.2 INCLUSIONS & EXCLUSIONS
- 1.3 STAKEHOLDERS

2 EXECUTIVE SUMMARY

3 MARKET OVERVIEW

- 3.1 INTRODUCTION
- 3.2 MARKET DYNAMICS
 - 3.2.1 DRIVERS
 - 3.2.1.1 Rising prevalence of diabetes
 - 3.2.1.2 Growing geriatric population and subsequent rise in chronic wounds
 - 3.2.1.3 Increasing incidence of burn injuries
 - 3.2.1.4 Rising number of road accidents and trauma cases
 - 3.2.1.5 Increasing expenditure on chronic wounds
 - 3.2.2 RESTRAINTS
 - 3.2.2.1 Limitations associated with traditional wound care
 - 3.2.2.2 Rising adoption of advanced wound care technologies
 - 3.2.3 OPPORTUNITIES
 - 3.2.3.1 Sustained adoption due to cost efficiency and wide accessibility
 - 3.2.3.2 Growth potential of emerging economies
 - 3.2.4 CHALLENGES
 - 3.2.4.1 Limited awareness associated with wound care
- 3.3 VALUE CHAIN ANALYSIS
- 3.4 SUPPLY CHAIN ANALYSIS
- 3.5 ECOSYSTEM ANALYSIS
- 3.6 PORTER'S FIVE FORCES ANALYSIS
 - 3.6.1 THREAT OF NEW ENTRANTS
 - 3.6.2 THREAT OF SUBSTITUTES
 - 3.6.3 BARGAINING POWER OF SUPPLIERS
 - 3.6.4 BARGAINING POWER OF BUYERS
 - 3.6.5 INTENSITY OF COMPETITIVE RIVALRY
- 3.7 PATENT ANALYSIS
- 3.8 KEY CONFERENCES & EVENTS, 2025–2026

- 3.9 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES
- 3.10 IMPACT OF AI/GENERATIVE AI ON TRADITIONAL WOUND CARE MARKET
 - 3.10.1 INTRODUCTION
 - 3.10.2 MARKET POTENTIAL FOR TRADITIONAL WOUND CARE
 - 3.10.3 FUTURE OF GENERATIVE AI IN TRADITIONAL WOUND CARE

4 COMPETITIVE LANDSCAPE

- 4.1 OVERVIEW
- 4.2 KEY PLAYER STRATEGIES/RIGHT TO WIN
 - 4.2.1 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS IN TRADITIONAL WOUND CARE MARKET
- 4.3 REVENUE ANALYSIS, 2022?2024
- 4.4 MARKET SHARE ANALYSIS, 2024
 - 4.4.1 RANKING OF KEY MARKET PLAYERS
- 4.5 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024
 - 4.5.1 STARS
 - 4.5.2 EMERGING LEADERS
 - 4.5.3 PERVASIVE PLAYERS
 - 4.5.4 PARTICIPANTS
 - 4.5.5 COMPANY FOOTPRINT: KEY PLAYERS, 2024
 - 4.5.5.1 Company footprint
 - 4.5.5.2 Region footprint
 - 4.5.5.3 Product footprint
 - 4.5.5.4 Application footprint
 - 4.5.5.5 Fixation products footprint
- 4.6 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024
 - 4.6.1 PROGRESSIVE COMPANIES
 - 4.6.2 RESPONSIVE COMPANIES
 - 4.6.3 DYNAMIC COMPANIES
 - 4.6.4 STARTING BLOCKS
 - 4.6.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2024
 - 4.6.5.1 Detailed list of key startups/SMEs
 - 4.6.5.2 Competitive benchmarking of key startups/SMEs
- 4.7 COMPANY VALUATION & FINANCIAL METRICS
 - 4.7.1 COMPANY VALUATION
 - 4.7.2 FINANCIAL METRICS
- 4.8 BRAND/PRODUCT COMPARISON
- 4.9 COMPETITIVE SCENARIO

- 4.9.1 PRODUCT LAUNCHES
- 4.9.2 DEALS
- 4.9.3 EXPANSIONS
- 4.9.4 OTHER DEVELOPMENTS

5 COMPANY PROFILES

5.1 KEY PLAYERS

5.1.1 SOLVENTUM

- 5.1.1.1 Business overview
- 5.1.1.2 Products offered
- 5.1.1.3 Recent developments
 - 5.1.1.3.1 Other developments
- 5.1.1.4 MnM view
 - 5.1.1.4.1 Key strengths
 - 5.1.1.4.2 Strategic choices
 - 5.1.1.4.3 Weaknesses & competitive threats

5.1.2 CARDINAL HEALTH

- 5.1.2.1 Business overview
- 5.1.2.2 Products offered
- 5.1.2.3 Recent developments
 - 5.1.2.3.1 Deals
 - 5.1.2.3.2 Expansions
- 5.1.2.4 MnM view
 - 5.1.2.4.1 Key strengths
 - 5.1.2.4.2 Strategic choices
 - 5.1.2.4.3 Weaknesses & competitive threats

5.1.3 ESSITY AKTIEBOLAG

- 5.1.3.1 Business overview
- 5.1.3.2 Products offered
- 5.1.3.3 Recent developments
 - 5.1.3.3.1 Expansions
 - 5.1.3.3.2 Other developments
- 5.1.3.4 MnM view
 - 5.1.3.4.1 Key strengths
 - 5.1.3.4.2 Strategic choices
 - 5.1.3.4.3 Weaknesses & competitive threats

5.1.4 PAUL HARTMANN AG

- 5.1.4.1 Business overview

- 5.1.4.2 Products offered
- 5.1.4.3 Recent developments
 - 5.1.4.3.1 Deals
- 5.1.4.4 MnM view
 - 5.1.4.4.1 Key strengths
 - 5.1.4.4.2 Strategic choices
 - 5.1.4.4.3 Weaknesses & competitive threats
- 5.1.5 M?LNLYCKE AB
 - 5.1.5.1 Business overview
 - 5.1.5.2 Products offered
 - 5.1.5.3 Recent developments
 - 5.1.5.3.1 Deals
 - 5.1.5.4 MnM view
 - 5.1.5.4.1 Key strengths
 - 5.1.5.4.2 Strategic choices
 - 5.1.5.4.3 Weaknesses & competitive threats
- 5.1.6 BEIERSDORF
 - 5.1.6.1 Business overview
 - 5.1.6.2 Products offered
 - 5.1.6.3 Recent developments
 - 5.1.6.3.1 Product launches
 - 5.1.6.3.2 Deals
 - 5.1.6.3.3 Expansions
- 5.1.7 B. BRAUN SE
 - 5.1.7.1 Business overview
 - 5.1.7.2 Products offered
 - 5.1.7.3 Recent developments
 - 5.1.7.3.1 Deals
 - 5.1.7.3.2 Expansions
- 5.1.8 OWENS & MINOR, INC.
 - 5.1.8.1 Business overview
 - 5.1.8.2 Products offered
 - 5.1.8.3 Recent developments
 - 5.1.8.3.1 Deals
- 5.1.9 KENVUE
 - 5.1.9.1 Business overview
 - 5.1.9.2 Products offered
- 5.1.10 SMITH+NEPHEW
 - 5.1.10.1 Business overview

- 5.1.10.2 Products offered
- 5.1.10.3 Recent developments
 - 5.1.10.3.1 Deals

5.1.11 NITTO DENKO CORPORATION

- 5.1.11.1 Business overview
- 5.1.11.2 Products offered
- 5.1.11.3 Recent developments
 - 5.1.11.3.1 Deals

5.1.12 MCKESSON CORPORATION

- 5.1.12.1 Business overview
- 5.1.12.2 Products offered
- 5.1.12.3 Recent developments
 - 5.1.12.3.1 Deals

5.2 OTHER PLAYERS

- 5.2.1 DYNAREX CORPORATION
- 5.2.2 MEDLINE INDUSTRIES, LP
- 5.2.3 LOHMANN & RAUSCHER GMBH & CO. KG
- 5.2.4 MEDICOM
- 5.2.5 WINNER MEDICAL CO., LTD.
- 5.2.6 VERNACARE LTD.
- 5.2.7 GF HEALTH PRODUCTS, INC.
- 5.2.8 DR. AUSB?TTEL & CO. GMBH
- 5.2.9 DERMARITE INDUSTRIES, LLC.
- 5.2.10 GENTELL
- 5.2.11 DERROYAL INDUSTRIES, INC.
- 5.2.12 URGO MEDICAL
- 5.2.13 DUKAL, LLC

6 APPENDIX

6.1 RESEARCH METHODOLOGY

- 6.1.1 RESEARCH DATA
 - 6.1.1.1 Secondary data
 - 6.1.1.2 Primary data
- 6.1.2 RESEARCH ASSUMPTIONS
- 6.1.3 RISK ASSESSMENT
- 6.1.4 RESEARCH LIMITATIONS

6.2 COMPANY EVALUATION MATRIX: METHODOLOGY

6.3 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 PREVALENCE OF DIABETES IN ADULTS (20–79 YEARS), BY REGION, 2021 VS. 2045 (MILLION CASES)

TABLE 2 ESTIMATED INCREASE IN GERIATRIC POPULATION, BY REGION, 2022 VS. 2030 VS. 2050

TABLE 3 PREVALENCE OF ROAD ACCIDENTS

TABLE 4 TRADITIONAL WOUND CARE PRODUCTS AND ASSOCIATED RISKS

TABLE 5 TRADITIONAL WOUND CARE MARKET: ROLE IN ECOSYSTEM

TABLE 6 TRADITIONAL WOUND CARE MARKET: KEY CONFERENCES & EVENTS, 2025?2026

TABLE 7 OVERVIEW OF STRATEGIES DEPLOYED BY KEY PLAYERS

TABLE 8 TRADITIONAL WOUND CARE MARKET: DEGREE OF COMPETITION

TABLE 9 TRADITIONAL WOUND CARE MARKET: REGION FOOTPRINT

TABLE 10 TRADITIONAL WOUND CARE MARKET: PRODUCT FOOTPRINT

TABLE 11 TRADITIONAL WOUND CARE MARKET: APPLICATION FOOTPRINT

TABLE 12 TRADITIONAL WOUND CARE MARKET: FIXATION PRODUCTS FOOTPRINT

TABLE 13 TRADITIONAL WOUND CARE MARKET: DETAILED LIST OF KEY STARTUPS/SMES

TABLE 14 TRADITIONAL WOUND CARE MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES

TABLE 15 TRADITIONAL WOUND CARE MARKET: PRODUCT LAUNCHES, JANUARY 2022?JANUARY 2025

TABLE 16 TRADITIONAL WOUND CARE MARKET: DEALS, JANUARY 2022?JANUARY 2025

TABLE 17 TRADITIONAL WOUND CARE MARKET: EXPANSIONS, JANUARY 2022?JANUARY 2025

TABLE 18 TRADITIONAL WOUND CARE MARKET: OTHER DEVELOPMENTS, JANUARY 2022?JANUARY 2025

TABLE 19 SOLVENTUM: COMPANY OVERVIEW

TABLE 20 SOLVENTUM: PRODUCTS OFFERED

TABLE 21 SOLVENTUM: OTHER DEVELOPMENTS, JANUARY 2022–JANUARY 2025

TABLE 22 CARDINAL HEALTH: COMPANY OVERVIEW

TABLE 23 CARDINAL HEALTH: PRODUCTS OFFERED

TABLE 24 CARDINAL HEALTH: DEALS, JANUARY 2022–JANUARY 2025

TABLE 25 CARDINAL HEALTH: EXPANSIONS, JANUARY 2022–JANUARY 2025

TABLE 26 ESSITY AKTIEBOLAG: COMPANY OVERVIEW

TABLE 27 ESSITY AKTIEBOLAG: PRODUCTS OFFERED

TABLE 28 ESSITY AKTIEBOLAG: EXPANSIONS, JANUARY 2021–MARCH 2024

TABLE 29 ESSITY AKTIEBOLAG: OTHER DEVELOPMENTS, JANUARY 2022–JANUARY 2025

TABLE 30 PAUL HARTMANN AG: COMPANY OVERVIEW

TABLE 31 PAUL HARTMANN AG: PRODUCTS OFFERED

TABLE 32 PAUL HARTMANN AG: DEALS, JANUARY 2022–JANUARY 2025

TABLE 33 M?LNLYCKE AB: COMPANY OVERVIEW

TABLE 34 M?LNLYCKE AB: PRODUCTS OFFERED

TABLE 35 M?LNLYCKE AB: DEALS, JANUARY 2022–JANUARY 2025

TABLE 36 BEIERSDORF: COMPANY OVERVIEW

TABLE 37 BEIERSDORF: PRODUCTS OFFERED

TABLE 38 BEIERSDORF: PRODUCT LAUNCHES, JANUARY 2022–JANUARY 2025

TABLE 39 BEIERSDORF: DEALS, JANUARY 2022–JANUARY 2025

TABLE 40 BEIERSDORF: EXPANSIONS, JANUARY 2022–JANUARY 2025

TABLE 41 B. BRAUN SE: COMPANY OVERVIEW

TABLE 42 B. BRAUN SE: PRODUCTS OFFERED

TABLE 43 B. BRAUN SE: DEALS, JANUARY 2022–JANUARY 2025

TABLE 44 B. BRAUN SE: EXPANSIONS, JANUARY 2022–MARCH 2025

TABLE 45 OWENS & MINOR, INC.: COMPANY OVERVIEW

TABLE 46 OWENS & MINOR, INC.: PRODUCTS OFFERED

TABLE 47 OWENS & MINOR, INC.: DEALS, JANUARY 2022–JANUARY 2025

TABLE 48 KENVUE: COMPANY OVERVIEW

TABLE 49 KENVUE: PRODUCTS OFFERED

TABLE 50 SMITH+NEPHEW: COMPANY OVERVIEW

TABLE 51 SMITH+NEPHEW: PRODUCTS OFFERED

TABLE 52 SMITH+NEPHEW: DEALS, JANUARY 2022–JANUARY 2025

TABLE 53 NITTO DENKO CORPORATION: COMPANY OVERVIEW

TABLE 54 NITTO DENKO CORPORATION: PRODUCTS OFFERED

TABLE 55 NITTO DENKO CORPORATION: DEALS, JANUARY 2022–JANUARY 2025

TABLE 56 MCKESSON CORPORATION: COMPANY OVERVIEW

TABLE 57 MCKESSON CORPORATION: PRODUCTS OFFERED

TABLE 58 MCKESSON CORPORATION: DEALS, JANUARY 2022–JANUARY 2025

TABLE 59 TRADITIONAL WOUND CARE MARKET: RISK ASSESSMENT ANALYSIS

List Of Figures

LIST OF FIGURES

FIGURE 1 TRADITIONAL WOUND CARE MARKET, BY PRODUCT, 2025 VS. 2030 (USD MILLION)

FIGURE 2 TRADITIONAL WOUND CARE MARKET, BY APPLICATION, 2025 VS. 2030 (USD MILLION)

FIGURE 3 TRADITIONAL WOUND CARE MARKET, BY DISTRIBUTION CHANNEL, 2025 VS. 2030 (USD MILLION)

FIGURE 4 TRADITIONAL WOUND CARE MARKET, BY END USER, 2025 VS. 2030 (USD MILLION)

FIGURE 5 GEOGRAPHIC SNAPSHOT OF TRADITIONAL WOUND CARE MARKET

FIGURE 6 TRADITIONAL WOUND CARE MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 7 TRADITIONAL WOUND CARE MARKET: VALUE CHAIN ANALYSIS

FIGURE 8 TRADITIONAL WOUND CARE MARKET: SUPPLY CHAIN ANALYSIS

FIGURE 9 TRADITIONAL WOUND CARE MARKET: ECOSYSTEM ANALYSIS

FIGURE 10 TRADITIONAL WOUND CARE MARKET: PORTER'S FIVE FORCES ANALYSIS

FIGURE 11 TRADITIONAL WOUND CARE MARKET: PATENT ANALYSIS, JANUARY 2015–MARCH 2024

FIGURE 12 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

FIGURE 13 AI USE CASES

FIGURE 14 REVENUE ANALYSIS OF KEY PLAYERS, 2021?2023 (USD MILLION)

FIGURE 15 MARKET SHARE ANALYSIS OF KEY PLAYERS, 2024

FIGURE 16 RANKING OF KEY MARKET PLAYERS

FIGURE 17 TRADITIONAL WOUND CARE MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2024

FIGURE 18 TRADITIONAL WOUND CARE MARKET: COMPANY FOOTPRINT

FIGURE 19 TRADITIONAL WOUND CARE MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES), 2024

FIGURE 20 YEAR-TO-DATE (YTD) PRICE TOTAL RETURN AND 5-YEAR STOCK BETA OF KEY VENDORS, 2025

FIGURE 21 FINANCIAL METRICS, 2025

FIGURE 22 TRADITIONAL WOUND CARE MARKET: BRAND/PRODUCT COMPARISON

FIGURE 23 SOLVENTUM: COMPANY SNAPSHOT (2024)

FIGURE 24 CARDINAL HEALTH: COMPANY SNAPSHOT (2024)

FIGURE 25 ESSITY AKTIEBOLAG: COMPANY SNAPSHOT (2024)

FIGURE 26 PAUL HARTMANN AG: COMPANY SNAPSHOT (2023)
FIGURE 27 M?LNLYCKE AB: COMPANY SNAPSHOT (2023)
FIGURE 28 BEIERSDORF: COMPANY SNAPSHOT (2024)
FIGURE 29 B. BRAUN SE: COMPANY SNAPSHOT (2023)
FIGURE 30 OWENS & MINOR, INC.: COMPANY SNAPSHOT (2023)
FIGURE 31 KENVUE: COMPANY SNAPSHOT (2024)
FIGURE 32 SMITH+NEPHEW: COMPANY SNAPSHOT (2023)
FIGURE 33 NITTO DENKO CORPORATION: COMPANY SNAPSHOT (2023)
FIGURE 34 MCKESSON CORPORATION: COMPANY SNAPSHOT (2024)
FIGURE 35 TRADITIONAL WOUND CARE: RESEARCH DESIGN
FIGURE 36 TRADITIONAL WOUND CARE MARKET: IMPACT ASSESSMENT
ANALYSIS

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