

## North American Active Wound Care Market by Method(Dressing, & Graft), by Application (Surgical Wound, & Ulcer), by End - User (In - Patient, & Out -Paient) - Analysis & Forecast to 2019

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## **Abstracts**

The North American active wound care market is estimated to grow at a CAGR of 3.1% from 2014 to 2019. The market in the U.S. accounted for the largest share, and is expected to grow at the CAGR of 3.0% during the forecast period.

In this report, the North American active wound care market has been broadly classified on the basis of application, method, geography, and end-user. The application segment is divided into; surgical wounds, ulcers and other wounds, where ulcers are further segmented into diabetic foot ulcers, venous ulcers, pressure ulcers and arterial ulcers. The method segment includes; dressings and grafts, where dressings are further categorized into antimicrobial dressings, foam dressings, gauze, hydrocolloids collagen, film dressings, hydrogels, composites, alginate dressings and grafts and it is further segmented into composite skin grafts and biologic grafts. Biologic grafts include autografts, allografts and xenografts. The end-user includes in-patient facilities and outpatient facilities.

The graft segment is the fastest-growing segment. Factors such as, rising incidences of chronic wounds due to aging population, increasing incidences of diabetes and lifestyle factors are driving the growth of this market.

The North American active wound care market is a competitive market with a number of market players. As of 2014, the North American active wound care market is majorly dominated by companies, such as Smith and Nephew (U.K.), Molyncke HealthCare (Sweden), and ConvaTec, Inc. (U.S.).



New product launches and partnerships, agreements, collaborations, and joint ventures are the major strategies adopted by most market players to strengthen their foothold in the North American active wound care market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging, and high-growth segments of the North American active wound care market, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help firms in garnering a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on active wound care products offered by the top players in the active wound care market

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the active wound care market

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various active wound care market across geographies

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the active wound care market



Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the active wound care market



## Contents

#### **1 INTRODUCTION**

- 1.1 TYPES OF WOUNDS
- 1.1.1 SKIN ULCERS
  - 1.1.1.1 Pressure or Decubitus Ulcers
  - 1.1.1.2 Diabetic Ulcers or Neuropathic Ulcers
  - 1.1.1.3 Arterial Ulcers
  - 1.1.1.4 Venous Ulcers
- 1.1.2 BURNS
  - 1.1.2.1 Scald Injuries
  - 1.1.2.2 Thermal Injuries
  - 1.1.2.3 Chemical Injuries
- 1.1.2.4 Electrical Injuries
- 1.1.3 SURGICAL WOUNDS
- 1.1.3.1 Trauma Wounds
- 1.2 OBJECTIVES OF THE STUDY
- **1.3 MARKET SEGMENTATION & COVERAGE**
- 1.4 STAKEHOLDERS

#### 2 RESEARCH METHODOLOGY

2.1 INTEGRATED ECOSYSTEM OF ACTIVE WOUND CARE MARKET
2.2 ARRIVING AT THE ACTIVE WOUND CARE MARKET
2.2.1 TOP-DOWN APPROACH
2.2.2 BOTTOM-UP APPROACH
2.2.3 MACRO INDICATOR-BASED APPROACH

2.3 ASSUMPTIONS

#### **3 EXECUTIVE SUMMARY**

#### **4 MARKET OVERVIEW**

#### 4.1 INTRODUCTION

4.2 NORTH AMERICAN ACTIVE WOUND CARE MARKET: COMPARISON WITH PARENT MARKET4.3 MARKET DRIVERS AND INHIBITORS

North American Active Wound Care Market by Method(Dressing, & Graft), by Application (Surgical Wound, & Ulcer)..



#### 5 NORTH AMERICA ACTIVE WOUND CARE MARKET, BY METHOD

#### 5.1 INTRODUCTION

5.2 NORTH AMERICA ACTIVE WOUND CARE DRESSINGS MARKET, BY GEOGRAPHY

5.2.1 NORTH AMERICAN ACTIVE WOUND CARE MARKET IN DRESSING 5.3 NORTH AMERICAN ACTIVE WOUND CARE GRAFTS MARKET, BY GEOGRAPHY,

5.3.1 NORTH AMERICAN ACTIVE WOUND CARE IN GRAFT

#### 6 NORTH AMERICA ACTIVE WOUND CARE MARKET, BY APPLICATION

6.1 INTRODUCTION
6.2 NORTH AMERICA ACTIVE WOUND CARE MARKET IN SURGICAL WOUNDS, BY GEOGRAPHY
6.3 NORTH AMERICA ACTIVE WOUND CARE MARKET IN ULCER, BY GEOGRAPHY

#### 7 NORTH AMERICA ACTIVE WOUND CARE MARKET, BY END-USER

7.1 INTRODUCTION
7.2 NORTH AMERICA ACTIVE WOUND CARE MARKET IN IN-PATIENT FACILITIES
MARKET, BY GEOGRAPHY
7.3 NORTH AMERICA ACTIVE WOUND CARE MARKET IN OUT-PATIENT
FACILITIES, BY GEOGRAPHY

#### 8 NORTH AMERICAN ACTIVE WOUND CARE MARKET, BY GEOGRAPHY

8.1 INTRODUCTION
8.2 U.S. ACTIVE WOUND CARE MARKET
8.3 RISING INCIDENCES OF ACUTE AND CHRONIC WOUNDS WILL PROPEL THE MARKET GROWTH
8.4 CHANGES IN THE REIMBURSEMENT POLICY, WILL ACT AS AN IMPETUS FOR THE GROWTH OF COST-EFFECTIVE WOUND CARE PRODUCTS
8.5 GOVERNMENT SUPPORT WILL TRIGGER THE MARKET GROWTH
8.5.1 U.S. ACTIVE WOUND CARE MARKET, BY METHOD
8.5.2 U.S. ACTIVE WOUND CARE MARKET, BY APPLICATION
8.5.3 U.S. ACTIVE WOUND CARE MARKET, BY END-USER
8.6 CANADA ACTIVE WOUND CARE MARKET



8.7 VENTURE CAPITALIST INVESTMENTS WILL DRIVE THE GROWTH OF THE MARKET

8.8 INCREASING AWARENESS AND COLLABORATION AMONGST WOUND CARE PLAYERS WILL FUEL THE GROWTH OF THE MARKET

8.8.1 CANADA ACTIVE WOUND CARE MARKET, BY METHOD

8.8.2 CANADA ACTIVE WOUND CARE MARKET, BY APPLICATION

8.8.3 CANADA ACTIVE WOUND CARE MARKET, BY END-USER

# 9 NORTH AMERICAN ACTIVE WOUND CARE MARKET: COMPETITIVE LANDSCAPE

9.1 NORTH AMERICAN ACTIVE WOUND CARE MARKET: COMPANY SHARE
ANALYSIS
9.2 MERGERS & ACQUISITIONS
9.3 NEW PRODUCT LAUNCH
9.4 PARTNERSHIP
9.5 EXPANSION
9.6 DIVESTITURE

#### 10 NORTH AMERICAN ACTIVE WOUND CARE MARKET, BY COMPANY

(Overview, Financials, Products & Services, Strategy, and Developments)\*

10.1 SMITH AND NEPHEW
10.2 INTEGRA LIFE SCIENCES CORPORATION
10.3 MÖLNLYCKE HEALTHCARE
10.4 CONVATEC, INC.
10.5 COLOPLAST CORPORATION
10.6 ORGANOGENESIS INC.
10.7 KINETIC CONCEPTS (A SUBSIDIARY OF ACELITY)
10.8 MEDLINE INDUSTRIES, INC.

\*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

#### **11 APPENDIX**

#### 11.1 CUSTOMIZATION OPTIONS 11.1.1 REGULATORY FRAMEWORK

North American Active Wound Care Market by Method(Dressing, & Graft), by Application (Surgical Wound, & Ulcer)...



11.1.2 EPIDEMIOLOGY DATA

11.1.3 SURGEONS/PHYSICIANS PERCEPTION ANALYSIS

11.1.4 IMPACT ANALYSIS

11.2 RELATED REPORTS

11.3 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

11.3.1 RT SNAPSHOTS





## **List Of Tables**

#### LIST OF TABLES

Table 1 NORTH AMERICA ACTIVE WOUND CARE MARKET: MACRO INDICATOR, BY GEOGRAPHY, 2013

Table 2 NORTH AMERICAN ACTIVE WOUND CARE MARKET: COMPARISON WITH PARENT MARKET, 2013 – 2019 (USD MN)

Table 3 NORTH AMERICA ACTIVE WOUND CARE METHOD, BY GEOGRAPHY, 2013 - 2018 (USD MN)

Table 4 NORTH AMERICA ACTIVE WOUND CARE MARKET: DRIVERS AND INHIBITORS

Table 5 NORTH AMERICA ACTIVE WOUND CARE MARKET, BY METHOD, 2013 – 2019 (USD MN)

Table 6 NORTH AMERICA ACTIVE WOUND CARE MARKET: METHOD COMPARISON WITH ACTIVE WOUND CARE MARKET, 2013 – 2019 (USD MN) Table 7 NORTH AMERICA ACTIVE WOUND CARE DRESSINGS MARKET, BY GEOGRAPHY

Table 8 NORTH AMERICA ACTIVE WOUND CARE DRESSINGS MARKET, BY TYPE Table 9 NORTH AMERICA ACTIVE WOUND CARE GRAFTS MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

Table 10 NORTH AMERICA ACTIVE WOUND CARE GRAFTS MARKET, BY TYPE, 2013-2019 (USD MN)

Table 11 NORTH AMERICA ACTIVE WOUND CARE MARKET, BY APPLICATION, 2013 - 2019 (USD MN)

Table 12 NORTH AMERICA ACTIVE WOUND CARE MARKET IN SURGICAL WOUNDS, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 13 NORTH AMERICA ACTIVE WOUND CARE MARKET IN ULCER, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 14 NORTH AMERICA ACTIVE WOUND CARE MARKET, BY END-USER, 2013 - 2019 (USD MN)

Table 15 NORTH AMERICA ACTIVE WOUND CARE MARKET IN IN-PATIENTFACILITIES MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 16 NORTH AMERICA ACTIVE WOUND CARE MARKET IN OUT-PATIENT FACILITIES, BY GEOGRAPHY, 2013–2019 (USD MN)

Table 17 NORTH AMERICAN ACTIVE WOUND CARE MARKET, BY GEOGRAPHY, 2013- 2019 (USD MN)

Table 18 U.S. ACTIVE WOUND CARE MARKET, BY METHOD, 2013 – 2019 (USD MN)



Table 19 U.S. ACTIVE WOUND CARE MARKET, BY APPLICATION Table 20 U.S. ACTIVE WOUND CARE MARKET BY END-USER

Table 21 CANADA ACTIVE WOUND CARE MARKET, BY METHOD, 2013-2019 (USD MN)

Table 22 CANADA ACTIVE WOUND CARE MARKET, BY APPLICATION, 2012-2019 (USD MN)

Table 23 CANADA ACTIVE WOUND CARE MARKET, BY END-USER, 2013-2019 (USD MN)

Table 24 NORTH AMERICAN ACTIVE WOUND CARE MARKET: COMPANY SHARE ANALYSIS, 2013 (%)

Table 25 NORTH AMERICA ACTIVE WOUND CARE MARKET: MERGERS & ACQUISITIONS

Table 26 NORTH AMERICA ACTIVE WOUND CARE MARKET: NEW PRODUCT LAUNCH

Table 27 NORTH AMERICA ACTIVE WOUND CARE MARKET: PARTNERSHIP Table 28 NORTH AMERICA ACTIVE WOUND CARE MARKET: JOINT VENTURES Table 29 NORTH AMERICA ACTIVE WOUND CARE MARKET: DIVESTITURE Table 30 SMITH AND NEPHEW: KEY FINANCIALS 2009-2013 (USD MN) Table 31 INTEGRA LIFE SCIENCES CORPORATION: KEY FINANCIALS, 2010-2013 (USD MN)

 Table 32 MÖLNLYCKE HEALTHCARE: KEY FINANCIALS (USD MN)

Table 33 CONVATEC, INC.: KEY FINANCIALS, 2009-2013 (USD MN)

Table 34 COLOPLAST CORPORATION: KEY FINANCIALS 2009-2013 (USD MN)

Table 35 KINETIC CONCEPTS: KEY FINANCIALS 2009 – 2013 (USD MN)



## **List Of Figures**

#### LIST OF FIGURES

Figure 1 NORTH AMERICA ACTIVE WOUND CARE MARKET: SEGMENTATION & COVERAGE Figure 2 ACTIVE WOUND CARE MARKET: INTEGRATED ECOSYSTEM Figure 3 TOP-DOWN APPROACH Figure 4 BOTTOM-UP APPROACH Figure 5 MACRO INDICATOR-BASED APPROACH Figure 6 NORTH AMERICAN ACTIVE WOUND CARE MARKET SNAPSHOT Figure 7 NORTH AMERICA ACTIVE WOUND CARE METHOD, BY GEOGRAPHY, 2013 - 2019 (USD MN) Figure 8 NORTH AMERICA ACTIVE WOUND CARE MARKET, BY METHOD, 2013 -2019 (USD MN) Figure 9 NORTH AMERICA ACTIVE WOUND CARE MARKET: METHOD COMPARISON WITH ACTIVE WOUND CARE MARKET, 2013 – 2019 (USD MN) Figure 10 NORTH AMERICA ACTIVE WOUND CARE DRESSINGS MARKET, BY **GEOGRAPHY** Figure 11 NORTH AMERICA ACTIVE WOUND CARE GRAFTS MARKET, BY GEOGRAPHY, 2013 - 2019 (USD MN) Figure 12 NORTH AMERICA ACTIVE WOUND CARE MARKET, BY APPLICATION, 2013 - 2019 (USD MN) Figure 13 NORTH AMERICA ACTIVE WOUND CARE MARKET IN SURGICAL, BY GEOGRAPHY, 2013–2019 (USD MN) Figure 14 NORTH AMERICA ACTIVE WOUND CARE MARKET IN ULCER, BY GEOGRAPHY, 2013-2019 (USD MN) Figure 15 NORTH AMERICA ACTIVE WOUND CARE MARKET, BY END-USER, 2013 - 2019 (USD MN) Figure 16 NORTH AMERICA ACTIVE WOUND CARE MARKET IN IN-PATIENT FACILITIES, BY GEOGRAPHY, 2013–2019 (USD MN) Figure 17 NORTH AMERICA ACTIVE WOUND CARE MARKET IN OUT-PATIENT FACILITIES, BY GEOGRAPHY, 2013–2019 (USD MN) Figure 18 NORTH AMERICA ACTIVE WOUND CARE MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2013-2019 (USD MN) Figure 19 U.S. ACTIVE WOUND CARE MARKET OVERVIEW, 2014 & 2019 (%) Figure 20 U.S. ACTIVE WOUND CARE MARKET, BY METHOD, 2013 - 2019 (USD MN)

Figure 21 U.S. ACTIVE WOUND CARE MARKET: METHOD SNAPSHOT



Figure 22 U.S. ACTIVE WOUND CARE MARKET: APPLICATION SNAPSHOT Figure 23 U.S. ACTIVE WOUND CARE MARKET BY END-USER

Figure 24 U.S. ACTIVE WOUND CARE MARKET SHARE, BY END-USER, 2014 & 2019 (%)

Figure 25 CANADA ACTIVE WOUND CARE MARKET OVERVIEW, 2014 & 2019 (%) Figure 26 CANADA ACTIVE WOUND CARE MARKET, BY METHOD, 2013-2019 (USD MN)

Figure 27 CANADA ACTIVE WOUND CARE MARKET: METHOD SNAPSHOT Figure 28 CANADA ACTIVE WOUND CARE MARKET, BY APPLICATION, 2012-2019 (USD MN)

Figure 29 CANADA ACTIVE WOUND CARE MARKET: APPLICATION SNAPSHOT Figure 30 CANADA ACTIVE WOUND CARE MARKET, BY END-USER, 2013-2019 (USD MN)

Figure 31 CANADA ACTIVE WOUND CARE MARKET SHARE, BY END-USER, 2013-2019 (%)

Figure 32 NORTH AMERICAN ACTIVE WOUND CARE MARKET: COMPANY SHARE ANALYSIS, 2013 (%)

Figure 33 SMITH AND NEPHEW: BUSINESS REVENUE MIX, 2013 (%)

Figure 34 CONTRIBUTION OF ADVANCED WOUND MANAGEMENT SEGMENT TOWARDS COMPANY REVENUES, 2013 (USD MN)

Figure 35 INTEGRA LIFESCIENCE CORPORATION: REVENUE MIX, 2013 (%) Figure 36 CONTRIBUTION OF THE U.S. EXTREMITIES SEGMENT TOWARDS THE COMPANY REVENUES (USD MN)

Figure 37 CONVATEC, INC.: BUSINESS REVENUE MIX 2013 (%)

Figure 38 CONTRIBUTION OF THE WOUND THERAPEUTICS SEGMENT TOWARDS THE COMPANY REVENUES: 2013 (USD MN)

Figure 39 COLOPLAST CORPORATION: REVENUE MIX 2013 (%)

Figure 40 CONTRIBUTION OF WOUND AND SKIN CARE SEGMENT TOWARDS COMPANY REVENUES (USD MN)

Figure 41 KINETIC CONCEPTS: REVENUE MIX (%) 2013

Figure 42 CONTRIBUTION OF THE ADVANCED WOUND THERAPEUTICS

SEGMENT TOWARDS THE COMPANY REVENUES, 2013 (USD MN)



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