

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



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