

# Global Advanced Wound Care Market Outlook 2018

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## Abstracts

Increased life expectancy and growing incidence of lifestyle associated disorders such as Diabetes, has resulted in increased prevalence of hard to heal wounds such as chronic foot ulcers. The inclining burden of such wounds and improved understanding of wound healing has led to the emergence of Advanced Wound Care (AWC) products and therapies. These products and therapies, though expensive initially, result in faster recoveries and hence, shorter hospital stays, resulting in overall reduced costs.

A new research study conducted by RNCOS, "Global Advanced Wound Care Market Outlook 2018", reveals that the market, which was worth US\$ 6.8 Billion in 2013, is expected to grow to US\$ 9.1 Billion by 2018. The report has been divided into numerous sections that deal with the various aspects of the AWC market.

The reader is first introduced to the various types of wounds, which have been broadly categorized into Ulcers, Burns and Surgical Wounds. The next section deals with the various AWC products and technologies that are currently available in the market along with a brief explanation of their modus operandi. The market section starts with an overview of the global wound care market and its current and future geographical breakdown. This is followed by a detailed analysis of the global AWC market and its current share in the total wound care industry. The next section broadly segments the AWC industry into AWC Dressings and AWC Technologies.

The report then talks about the various applications and technological trends that have been a part of the industry. Some of these trends include the rise of Hyperbaric Oxygen Therapy, uptake of peptide bioactives and the emergence of smart dressings. The market is subject to various drivers as well as challenges which have and will continue to mould it. It is expected that the numerous advantages offered by AWC over its traditional counterpart will propel the growth of the market. However, the high cost of equipment, shrinking budgets, low awareness and reimbursement issues may act as

bottlenecks for growth.

This report also highlights key players and their current market share in the AWC domain. For every player, a brief business overview, geographic revenue break up and segment wise revenue break up along with key financials have been provided. A strength and weakness analysis of every player has also been presented to assist the investors in developing an understanding of the strategies of the players. At the end, a section has been dedicated to the Future Outlook, which discusses the various upcoming technologies which will further help in advancing the healing process. Overall, the research contains exhaustive information that will help clients in formulating market strategies and assessing opportunity areas in the AWC.

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