

Traditional Wound Care Market in Argentina 2022

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Abstracts

Wound healing is a dynamic and complex process which requires suitable environment to promote healing process. With the advancement in technology, more than 3000 products have been developed to treat different types of wounds by targeting various aspects of healing process. Traditional wound dressing products including gauze, lint, plasters, bandages (natural or synthetic) and cotton wool are dry and used as primary or secondary dressings for protecting the wound from contaminations. The traditional wound care market in Argentina is set to grow at a healthy compound annual growth rate (CAGR) of 23.1% in the next five years, according to StrategyHelix.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for traditional wound care. The Argentina traditional wound care market is segmented on the basis of product, and retail channel. By product, the traditional wound care market in Argentina has been segmented into adhesive bandages, first aid kits, gauze pads & tapes. In 2021, the adhesive bandages segment made up the largest share of revenue generated by the traditional wound care market. Based upon retail channel, the traditional wound care market in Argentina is categorized into supermarkets and hypermarkets, grocery stores, drug stores and pharmacies, e-commerce, others.

The competitive landscape of the market is highly consolidated and dominated by key players such as Beiersdorf AG, Johnson & Johnson (J&J). Competitive landscape gives a description of the competitive nature of the traditional wound care market in Argentina and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the traditional wound care market to help drive informed decision making for industry executives, policy makers, academic, and

analysts.

Report Scope

Product: adhesive bandages, first aid kits, gauze pads & tapes

Retail channel: supermarkets and hypermarkets, grocery stores, drug stores and pharmacies, e-commerce, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Beiersdorf AG, Johnson & Johnson (J&J)

Key Benefits for Stakeholders

Get a comprehensive picture of the Argentina traditional wound care market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Others

PART 5. KEY COMPANIES

Beiersdorf AG
Johnson & Johnson (J&J)
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