

# Traditional Wound Care Market in Australia 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. A study by StrategyHelix indicates that the traditional wound care market in Australia is set to grow at a healthy compound annual growth rate (CAGR) of 4% in the next five years.

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 Australia traditional wound care market is segmented on the basis of product, and retail channel. Based on product, the traditional wound care market in Australia is categorized into adhesive bandages, first aid kits, gauze pads & tapes. The adhesive bandages segment held the largest share of the Australia traditional wound care market in 2021 and is anticipated to hold its share during the forecast period. On the basis of retail channel, the traditional wound care market in Australia has been segmented into supermarkets and hypermarkets, drug stores and pharmacies, e-commerce, others.

The Australia traditional wound care market is highly competitive. As of 2021, the major players in the Australia traditional wound care market were 3M Company, Australian Red Cross, Beiersdorf AG, Essity AB, Johnson & Johnson (J&J), KB Medical Sales Pty Ltd, Smith & Nephew plc, St John . Competitive landscape gives a description of the competitive nature of the traditional wound care market in Australia 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, drug stores and pharmacies, e-commerce, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: 3M Company, Australian Red Cross, Beiersdorf AG, Essity AB, Johnson & Johnson (J&J), KB Medical Sales Pty Ltd, Smith & Nephew plc, St John

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Australia 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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Study period  
Geographical scope  
Research methodology

### **PART 2. TRADITIONAL WOUND CARE MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRODUCT**

Adhesive bandages  
First aid kits  
Gauze pads & tapes

### **PART 4. MARKET BREAKDOWN BY RETAIL CHANNEL**

Supermarkets and hypermarkets  
Drug stores and pharmacies  
E-commerce  
Others

### **PART 5. KEY COMPANIES**

3M Company  
Australian Red Cross  
Beiersdorf AG  
Essity AB  
Johnson & Johnson (J&J)  
KB Medical Sales Pty Ltd  
Smith & Nephew plc  
St John  
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