

# Traditional Wound Care Market in Bangladesh 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 Bangladesh is set to grow at a healthy compound annual growth rate (CAGR) of 5.1% 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 Bangladesh traditional wound care market is segmented on the basis of product, and retail channel. On the basis of product, the traditional wound care market in Bangladesh has been segmented into adhesive bandages, first aid kits, gauze pads & tapes. The adhesive bandages segment is estimated to account for the largest share of the traditional wound care market in Bangladesh. By retail channel, the traditional wound care market in Bangladesh has been segmented into drug stores and pharmacies, e-commerce, grocery stores, supermarkets and hypermarkets, others.

The competitive landscape of the market is highly consolidated and dominated by key players such as Johnson & Johnson (J&J), Reckitt Benckiser Group plc (RB). Competitive landscape gives a description of the competitive nature of the traditional wound care market in Bangladesh 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: drug stores and pharmacies, e-commerce, grocery stores, supermarkets and hypermarkets, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Johnson & Johnson (J&J), Reckitt Benckiser Group plc (RB)

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Bangladesh traditional wound care market

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

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
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**

Drug stores and pharmacies  
E-commerce  
Grocery stores  
Supermarkets and hypermarkets  
Others

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

Johnson & Johnson (J&J)  
Reckitt Benckiser Group plc (RB)  
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