

# Traditional Wound Care Market in Brazil 2022

<https://marketpublishers.com/r/T1C7ACD4D99EEN.html>

Date: December 2022

Pages: 20

Price: US\$ 450.00 (Single User License)

ID: T1C7ACD4D99EEN

## 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 Brazil is expected to increase at a CAGR of 3.8% till 2028.

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 Brazil 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 Brazil has been segmented into adhesive bandages, first aid kits, gauze pads & tapes. Among these, the adhesive bandages segment was accounted for the highest revenue generator in 2021. By retail channel, the traditional wound care market in Brazil has been segmented into supermarkets and hypermarkets, drug stores and pharmacies, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players 3M Company, Cremer S.A., Johnson & Johnson (J&J), Urgo Group SAS. Competitive landscape gives a description of the competitive nature of the traditional wound care market in Brazil 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, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: 3M Company, Cremer S.A., Johnson & Johnson (J&J), Urgo Group SAS

## Key Benefits for Stakeholders

Get a comprehensive picture of the Brazil 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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First aid kits  
Gauze pads & tapes

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Supermarkets and hypermarkets  
Drug stores and pharmacies  
Others

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

3M Company  
Cremer S.A.  
Johnson & Johnson (J&J)  
Urgo Group SAS  
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