

Traditional Wound Care Market in Ghana 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 Ghana is expected to increase at a CAGR of 9.2% 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 Ghana traditional wound care market is segmented on the basis of product, and retail channel. Based on product, the traditional wound care market in Ghana is categorized into adhesive bandages, first aid kits, gauze pads & tapes. The adhesive bandages segment captured the largest share of the market in 2021. On the basis of retail channel, the traditional wound care market in Ghana 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 Beiersdorf AG, Johnson & Johnson (J&J), PMS INTERNATIONAL GROUP PLC. Competitive landscape gives a description of the competitive nature of the traditional wound care market in Ghana 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: Beiersdorf AG, Johnson & Johnson (J&J), PMS
INTERNATIONAL GROUP PLC

Key Benefits for Stakeholders

Get a comprehensive picture of the Ghana 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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PART 5. KEY COMPANIES

Beiersdorf AG
Johnson & Johnson (J&J)
PMS INTERNATIONAL GROUP PLC
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