

# Traditional Wound Care Market in Italy 2022

<https://marketpublishers.com/r/TD547F6B47E5EN.html>

Date: December 2022

Pages: 17

Price: US\$ 450.00 (Single User License)

ID: TD547F6B47E5EN

## 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. According to StrategyHelix, the traditional wound care market in Italy is anticipated to expand positively at a CAGR of 2.7% during the forecast period (2022-2028).

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 Italy traditional wound care market is segmented on the basis of product, and retail channel. Based on product, the traditional wound care market in Italy 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 Italy has been segmented into convenience retail, supermarkets and hypermarkets, drug stores and pharmacies, e-commerce, others.

The report also includes the profiles of leading companies such as 3M Company, Artsana Group, Beiersdorf AG, Gabbiano SpA, Perrigo Company PLC, Pietrasanta Pharma S.p.A. Competitive landscape gives a description of the competitive nature of the traditional wound care market in Italy 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: convenience retail, supermarkets and hypermarkets, drug stores and pharmacies, e-commerce, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: 3M Company, Artsana Group, Beiersdorf AG, Gabbiano SpA, Perrigo Company PLC, Pietrasanta Pharma S.p.A.

### Key Benefits for Stakeholders

Get a comprehensive picture of the Italy 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**

Convenience retail  
Supermarkets and hypermarkets  
Drug stores and pharmacies  
E-commerce  
Others

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

3M Company  
Artsana Group  
Beiersdorf AG  
Gabbiano SpA  
Perrigo Company PLC  
Pietrasanta Pharma S.p.A.  
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