

# Traditional Wound Care Market in Myanmar 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 Myanmar is set to grow at a healthy compound annual growth rate (CAGR) of 8.2% in the next five years, according to StrategyHelix.

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 Myanmar traditional wound care market is segmented on the basis of product, and retail channel. By product, the traditional wound care market in Myanmar has been segmented into adhesive bandages, first aid kits, gauze pads & tapes. According to the research, the adhesive bandages segment had the largest share in the traditional wound care market in Myanmar. Based upon retail channel, the traditional wound care market in Myanmar is categorized into convenience retail, supermarkets and hypermarkets, grocery stores, drug stores and pharmacies, others.

The competitive landscape of the market is highly consolidated and dominated by key players such as Beiersdorf AG. Competitive landscape gives a description of the competitive nature of the traditional wound care market in Myanmar 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, grocery stores, drug stores and pharmacies, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Beiersdorf AG

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Myanmar 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  
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Convenience retail  
Supermarkets and hypermarkets  
Grocery stores  
Drug stores and pharmacies  
Others

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

Beiersdorf AG  
About StrategyHelix  
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