

Traditional Wound Care Market in New Zealand 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. According to a report by StrategyHelix, the traditional wound care market in New Zealand is poised to grow at a CAGR of around 4% over the analysis period of 2022 to 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 New Zealand 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 New Zealand has been segmented into adhesive bandages, first aid kits, gauze pads & tapes. The adhesive bandages segment held the largest revenue share in 2021. By retail channel, the traditional wound care market in New Zealand has been segmented into convenience retail, supermarkets and hypermarkets, drug stores and pharmacies, e-commerce, others.

The New Zealand traditional wound care market is highly competitive. Key companies profiled in the report include 3M Company, Beiersdorf AG, Essity AB, Johnson & Johnson (J&J), New Zealand Red Cross, New Zealand Trade Merchants Limited, St John , Triple One Care Ltd, Universal Specialities Limited (USL). Competitive landscape gives a description of the competitive nature of the traditional wound care market in New Zealand 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, Beiersdorf AG, Essity AB, Johnson & Johnson (J&J), New Zealand Red Cross, New Zealand Trade Merchants Limited, St John , Triple One Care Ltd, Universal Specialities Limited (USL)

Key Benefits for Stakeholders

Get a comprehensive picture of the New Zealand 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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Beiersdorf AG
Essity AB
Johnson & Johnson (J&J)
New Zealand Red Cross
New Zealand Trade Merchants Limited
St John
Triple One Care Ltd
Universal Specialities Limited (USL)
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