

Traditional Wound Care Market in North America 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 North America is set to increase by US\$ 316.0 million during 2022-2028, growing at a CAGR of 3.4% during the forecast period.

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 North America traditional wound care market is segmented on the basis of product, retail channel, and country. On the basis of product, the traditional wound care market in North America 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 North America has been segmented into drug stores and pharmacies, e-commerce, supermarkets and hypermarkets, others. Geographically, the traditional wound care market in North America is segmented into USA, Canada.

The prominent players operating in the North America traditional wound care market include 3M Company, Beiersdorf AG, Johnson & Johnson (J&J), Medline Industries LP. Competitive landscape gives a description of the competitive nature of the traditional wound care market in North America and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

Report Scope

Product: adhesive bandages, first aid kits, gauze pads & tapes
Retail channel: drug stores and pharmacies, e-commerce, supermarkets and hypermarkets, others
Country: USA, Canada
Years considered: this report covers the period 2018 to 2028
Company mentioned: 3M Company, Beiersdorf AG, Johnson & Johnson (J&J), Medline Industries LP

Key Benefits for Stakeholders

- Get a comprehensive picture of the North America 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

Drug stores and pharmacies
E-commerce
Supermarkets and hypermarkets
Others

PART 5. MARKET BREAKDOWN BY COUNTRY

USA
Canada

PART 6. KEY COMPANIES

3M Company
Beiersdorf AG
Johnson & Johnson (J&J)
Medline Industries, LP
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