

Traditional Wound Care Market in Pakistan 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 StrategyHelix, the traditional wound care market in Pakistan is poised to grow at a CAGR of around 10% 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 Pakistan traditional wound care market is segmented on the basis of product, and retail channel. Based on product, the traditional wound care market in Pakistan is categorized into adhesive bandages, first aid kits, gauze pads & tapes. The adhesive bandages segment held the largest share of the Pakistan traditional wound care market in 2021 and is anticipated to hold its share during the forecast period. On the basis of retail channel, the traditional wound care market in Pakistan has been segmented into supermarkets and hypermarkets, grocery stores, drug stores and pharmacies, others.

Key companies profiled in the report include Beiersdorf AG, Cotton Craft (Pvt.) Ltd., Unilever PLC. Competitive landscape gives a description of the competitive nature of the traditional wound care market in Pakistan 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, grocery stores, drug stores and pharmacies, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: Beiersdorf AG, Cotton Craft (Pvt.) Ltd., Unilever PLC

Key Benefits for Stakeholders

Get a comprehensive picture of the Pakistan 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
Cotton Craft (Pvt.) Ltd.
Unilever PLC
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