

OTC Braces and Support Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Knee Braces and Supports, Ankle Braces and Supports, Foot Walkers and Orthoses, Back, Hip & Spine Braces and Supports, Shoulder Braces and Supports, Elbow Braces and Supports, Hand/Wrist Braces and Supports, Facial Braces and Supports), By Application (Preventive Care, Ligament Injury Repair, Osteoarthritis, Compression Therapy, Other Applications), By Distribution Channel (Pharmacies and Retailers, E-Commerce Platforms, Orthopedic Clinics & Hospitals), By Region, and By Competition, 2019-2029F

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Abstracts

Global OTC Braces and Support Market was valued at USD 969.12 million in 2023 and experience steady growth in the forecast period at a CAGR of 6.78% through 2029. OTC stands for Over the Counter, meaning these products are available for purchase without a prescription. Braces and supports in this category offer non-invasive support for various areas of the body. These can help manage pain from minor injuries, chronic conditions like arthritis, or overuse. Some braces offer support and stability t%li%joints or muscles, aiming t%li%prevent injuries during physical activity. After an injury or surgery, these can support specific areas while they heal. Some braces aim t%li%improve posture and reduce associated discomfort. Compared t%li%prescription options or surgeries, they can be a more affordable solution. Easily accessible and

readily available over the counter. They offer support without requiring needles or medication. They empower individuals to manage their own pain and well-being. The growing population of older adults, who are more susceptible to orthopedic conditions and injuries, is a significant driver of the OTC braces and support market. As the elderly population seeks ways to maintain mobility and independence, the demand for braces and support for joint stability and pain management increases.

Consumers increasingly prefer non-invasive treatment options for orthopedic issues. OTC braces and supports provide a convenient and relatively affordable alternative to surgical interventions, offering pain relief, stability, and support for injured or weakened joints and muscles. Advances in materials science, manufacturing techniques, and brace design have led to the development of more comfortable, lightweight, and durable braces and supports. Innovative features such as adjustable straps, breathable fabrics, and anatomical designs improve user comfort and compliance, driving market growth. The expanding sports and fitness industry worldwide has fueled demand for sports-specific braces and supports designed to enhance performance, prevent injuries, and support rehabilitation. Athletes and active individuals increasingly use OTC braces and supports as part of their training regimens and injury prevention strategies. Increasing healthcare spending, particularly in developed regions, contributes to the growth of the OTC braces and support market. Consumers are willing to invest in self-care products that help manage orthopedic conditions and improve quality of life, driving sales of OTC braces and supports.

Key Market Drivers

Technological Advancements

Manufacturers are leveraging cutting-edge materials such as carbon fiber, thermoplastics, silicone, and lightweight metals to create braces that are durable, lightweight, and comfortable. These materials provide excellent support and stability while ensuring breathability and flexibility, enhancing user comfort and compliance. 3D printing technology enables the customization and fabrication of braces tailored to individual anatomical specifications. By using 3D scanning techniques, healthcare providers can create braces that fit precisely, optimizing support and comfort for patients. Braces are now designed to mimic the natural contours and movements of the human body, providing targeted support to specific joints and muscles while allowing for a full range of motion. Anatomically designed braces reduce pressure points, minimize skin irritation, and enhance overall comfort and functionality. Many modern braces feature adjustable straps, buckles, and tensioning systems that allow

users can customize the fit and level of support according to their preferences and needs. These adjustable features provide versatility and adaptability, accommodating changes in swelling, muscle tone, and joint mobility over time.

Compression therapy is integrated into some braces to improve circulation, reduce inflammation, and promote faster recovery. Compression sleeves and wraps provide targeted compression to injured areas, enhancing blood flow and facilitating the healing process. The integration of sensors, microprocessors, and wearable technology into braces enables real-time monitoring of joint movements, muscle activity, and biomechanics. Smart braces provide feedback to users and healthcare professionals, helping track progress, optimize rehabilitation protocols, and prevent overuse injuries. Advances in digital imaging and computer-aided design (CAD) technology allow for the creation of custom-made braces tailored to individual patient needs. Customization ensures optimal fit, comfort, and performance, improving patient outcomes and satisfaction. Manufacturers are increasingly focusing on the aesthetic design of braces, incorporating stylish colors, patterns, and finishes to make braces more visually appealing and socially acceptable. Aesthetic considerations help reduce stigma associated with wearing braces, particularly among younger patients and athletes. This factor will help in the development of the Global OTC Braces and Support Market.

Growing Sports and Fitness Industry

As the awareness of the importance of physical activity and fitness grows, more people are participating in sports and recreational activities. With increased participation comes a higher risk of sports-related injuries, such as sprains, strains, and overuse injuries, creating a greater demand for braces and supports to prevent and manage these injuries. Athletes and active individuals often use braces and supports as preventive measures to reduce the risk of injuries during sports and fitness activities. Braces designed for specific sports, such as ankle braces for basketball players or knee braces for runners, provide targeted support and stability, helping athletes perform at their best while minimizing the risk of injury. Injuries are an inherent risk in sports and fitness activities, and athletes may require support during the rehabilitation and recovery process. OTC braces and supports help stabilize injured joints, reduce pain, and promote healing, allowing athletes to return to their activities more quickly and safely.

Braces and support can enhance athletic performance by providing additional support, stability, and confidence to athletes. For instance, athletes with a history of ankle

sprains may wear ankle braces to prevent re-injury and maintain confidence in their ability to perform at a high level. As athletes increase their training intensity or transition to new sports or activities, they may experience changes in joint stress and biomechanics. OTC braces and supports can help athletes adapt to these changes by providing targeted support and protection to vulnerable areas, reducing the risk of overuse injuries and strains. OTC braces and supports are readily available in sports stores, pharmacies, and online retailers, making them easily accessible to athletes and fitness enthusiasts. The convenience of purchasing OTC braces and supports without a prescription allows individuals to address minor injuries and discomfort promptly, without the need for a healthcare provider visit. Manufacturers are continually innovating and improving brace design to meet the specific needs of athletes and active individuals. Advanced materials, ergonomic designs, and adjustable features enhance comfort, functionality, and performance, driving demand for OTC braces and supports in the sports and fitness industry. This factor will pace up the demand of the Global OTC Braces and Support Market.

Rising Preference for Non-Invasive Treatment Options

Many individuals prefer non-invasive treatment options to avoid the risks, complications, and recovery time associated with surgical procedures. OTC braces and supports offer a conservative approach to managing orthopedic conditions and injuries, providing support, stability, and pain relief without the need for invasive interventions. Non-invasive treatments, such as braces and supports, typically have fewer side effects compared to surgical procedures and pharmaceutical interventions. OTC braces and supports are designed to be safe, comfortable, and well-tolerated by users, minimizing the risk of adverse reactions or complications. OTC braces and supports are readily available in pharmacies, retail stores, and online platforms, making them easily accessible to consumers without the need for a prescription or healthcare provider visit. The affordability of OTC braces and supports compared to medical procedures also makes them a preferred choice for individuals seeking cost-effective treatment options. Non-invasive treatment options empower individuals to take an active role in their healthcare and self-care practices. OTC braces and supports enable users to manage minor orthopedic conditions, injuries, and discomfort independently, providing a sense of control and autonomy over their health and well-being.

OTC braces and supports serve as effective tools for conservative management of orthopedic injuries, providing support, stabilization, and protection to injured joints, muscles, and ligaments. These non-invasive interventions help promote natural healing

processes, reduce pain, and facilitate rehabilitation without the need for more aggressive interventions. OTC braces and supports offer versatility and adaptability, catering to a wide range of orthopedic conditions, injuries, and activity levels. Whether for sports injuries, chronic conditions, or post-operative rehabilitation, OTC braces and supports provide customizable solutions to meet individual needs and preferences. Non-invasive treatment options such as OTC braces and supports allow individuals to maintain their daily activities, work, and lifestyle routines while managing orthopedic conditions and injuries. Unlike surgical procedures that may require downtime and rehabilitation, OTC braces and supports enable users to stay active and functional during the healing process. This factor will accelerate the demand of the Global OTC Braces and Support Market.

Key Market Challenges

Counterfeit Products and Quality Concerns

Counterfeiters often use cheap, inferior materials that can be ineffective or even harmful to users. They may also make false claims about the product's functionality or safety. The rise of online marketplaces has made it easier for counterfeiters to sell their products directly to consumers, bypassing traditional quality control measures. Counterfeit braces and supports may not provide the intended level of support or pain relief, potentially delaying or hindering healing. Poorly made products can break easily, leading to injuries or further complications. Counterfeit materials may contain harmful chemicals that can cause skin irritation or allergic reactions. The presence of counterfeits erodes consumer trust in the entire market, making it difficult for legitimate manufacturers to stand out.

Regulatory bodies are working to tighten regulations and increase enforcement efforts to crack down on counterfeiters. Legitimate manufacturers are implementing measures like product authentication labels, secure packaging, and online verification systems to differentiate their products from counterfeits. Raising awareness about the dangers of counterfeit products and empowering consumers to make informed purchasing decisions is crucial. Combating counterfeit products and ensuring quality in the OTC braces and supports market requires a multi-pronged approach involving collaboration between manufacturers, regulatory bodies, and consumers. Continued efforts in these areas are essential to protect consumer safety and ensure the integrity of the market.

Product Differentiation and Innovation

The OTC braces and supports market is relatively mature, meaning many basic product categories already exist. This makes it difficult for new entrants to stand out and offer something truly unique. While some innovation is happening with materials and design, integrating advanced technologies like smart sensors or biofeedback is still limited due to cost and regulatory hurdles. Price sensitivity is high among consumers, making it challenging for brands to justify premium pricing for innovative features unless they offer clear value and efficacy benefits. Stringent regulations for medical devices limit the types of innovations that can be brought to market, requiring extensive testing and approval processes.

Finding new materials that are both effective, comfortable, and cost-effective for braces and supports can be challenging. The competitive nature of the market often pushes for shorter development cycles, potentially compromising the thoroughness of innovation and testing. Braces tailored to individual needs and conditions through 3D printing or customized sizing. Seamless integration with smartwatches or fitness trackers for real-time monitoring and feedback. Developing braces specifically for athletes, pregnant women, or individuals with specific medical conditions. Investing in clinical research and data-driven product development to demonstrate the efficacy and value of innovations.

Key Market Trends

Online Retail and E-commerce

Online platforms offer 24/7 access to a wide variety of products, eliminating the need for physical store visits and broadening options beyond local selections. Consumers can easily compare prices, features, and reviews before making a purchase, ensuring they find the best product for their needs and budget. Many manufacturers leverage e-commerce platforms to sell directly to consumers, cutting out intermediaries and potentially offering more competitive prices. This allows brands to control the customer experience, provide targeted information, and offer personalized recommendations. The rise of mobile shopping makes it even easier for consumers to browse and purchase braces and supports on the go, further fueling the growth of online sales. Mobile apps can enhance the experience with features like size guides, 3D product visualizations, and virtual consultations.

Online platforms provide valuable data insights, enabling brands to personalize marketing campaigns and product recommendations based on individual preferences

and purchase history. This data-driven approach can improve conversion rates and customer satisfaction. Consumers may lack the physical interaction with the product, which can raise concerns about choosing the right size and ensuring quality. Standing out in a crowded online marketplace requires effective marketing strategies and clear product differentiation. Streamlined return and exchange policies are crucial for building trust and encouraging online purchases.

Segmental Insights

Application Insights

Based on the application, the ligament injury repair segment is projected to experience significant dominance in the Global OTC Braces and Support Market during the forecast period. Ligament injuries, such as sprains and tears, are common among athletes, active individuals, and the general population. As sports participation and physical activity levels rise globally, the incidence of ligament injuries is expected to increase, driving demand for OTC braces and supports for injury management and prevention. Many individuals prefer non-invasive treatment options for ligament injuries, avoiding surgical interventions whenever possible. OTC braces and supports provide an effective non-surgical approach to stabilize the affected joint, reduce pain, and support the healing process, making them a popular choice among consumers. The development of advanced materials, innovative designs, and adjustable features in OTC braces and supports has enhanced their effectiveness in managing ligament injuries.

Modern braces offer improved comfort, stability, and customization options, catering to the diverse needs of individuals with ligament injuries. The growing popularity of sports and fitness activities worldwide has led to an increased risk of ligament injuries among athletes and active individuals. OTC braces and supports designed specifically for sports-related injuries, such as ligament sprains in the ankle, knee, and wrist, are in high demand to support athletes' performance and aid in injury recovery. OTC braces and supports are not only used for injury rehabilitation but also as preventive measures to reduce the risk of ligament injuries during physical activity. Athletes and individuals with a history of ligament injuries often use braces proactively to provide additional support and stability to vulnerable joints.

Distribution Channel Insights

Based on the distribution channel, the Pharmacies and Retailers segment is projected to experience rapid growth in the Global OTC Braces and Support Market during the

forecast period. Pharmacies and retail outlets provide convenient access to OTC braces and support for consumers. These locations are often easily accessible in local communities, allowing individuals to purchase products without the need for a prescription or a healthcare provider visit. Pharmacies and retail stores typically offer a wide range of OTC braces and supports, catering to various orthopedic needs and preferences. As the demand for these products grows, retailers are expanding their product offerings to meet consumer expectations. There is a growing trend towards self-care and self-management of health conditions among consumers. OTC braces and supports empower individuals to take control of their orthopedic health and address minor injuries and discomfort without the need for professional intervention.

Pharmacies and retail outlets often serve as information hubs where consumers can access educational materials and receive guidance on the selection and usage of OTC braces and supports. Increased awareness campaigns and educational initiatives contribute to greater consumer confidence and adoption. Manufacturers and distributors of OTC braces and supports often collaborate with pharmacies and retail chains to enhance product visibility and availability. Strategic partnerships and co-marketing efforts help drive sales and promote brand awareness among consumers. With the global population aging, there is a greater demand for orthopedic support products to manage age-related conditions such as arthritis and joint pain. Pharmacies and retail outlets play a crucial role in meeting the needs of older adults seeking OTC braces and supports. Many pharmacies and retailers have expanded their online presence, allowing consumers to purchase OTC braces and support through e-commerce platforms. The integration of online sales channels enhances accessibility and convenience for consumers, driving growth in this segment.

Regional Insights

Based on the region, the North America emerged as the dominant region in the Global OTC Braces and Support Market in 2023. North America has a relatively high prevalence of orthopedic conditions such as osteoarthritis, sports injuries, and musculoskeletal disorders. As a result, there is a significant demand for braces and support to manage these conditions, driving market growth. The region boasts advanced healthcare infrastructure, including hospitals, clinics, and rehabilitation centers, which facilitate the diagnosis and treatment of orthopedic ailments. This infrastructure also supports the distribution and adoption of OTC braces and supports among healthcare professionals and consumers.

North America has one of the highest healthcare expenditures globally, reflecting a

willingness to invest in preventive and rehabilitative healthcare measures. Consumers in the region are more likely to purchase OTC braces and supports as part of self-care and injury prevention strategies. The region is a hub for innovation and technological advancements in healthcare, including the development of advanced materials, wearable technologies, and smart braces. These innovations enhance the efficacy, comfort, and usability of OTC braces and supports, driving consumer adoption.

Key Market Players

3M Company

Enovis, Inc.

Dynatronics Corporation

Essity AB

Zimmer Biomet Holdings, Inc

Report Scope:

In this report, the Global OTC Braces and Support Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

OTC Braces and Support Market, By Product:

Knee Braces and Supports

Ankle Braces and Supports

Foot Walkers and Orthoses

Back, Hip & Spine Braces and Supports

Shoulder Braces and Supports

Elbow Braces and Supports

Hand/Wrist Braces and Supports

Facial Braces and Supports

OTC Braces and Support Market, By Application:

Preventive Care

Ligament Injury Repair

Osteoarthritis

Compression Therapy

Other Applications

OTC Braces and Support Market, By Distribution Channel:

Pharmacies and Retailers

E-Commerce Platforms

Orthopedic Clinics & Hospitals

OTC Braces and Support Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global OTC Braces and Support Market.

Available Customizations:

Global OTC Braces and Support market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL OTC BRACES AND SUPPORT MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product (Knee Braces and Supports, Ankle Braces and Supports, Foot Walkers and Orthoses, Back, Hip & Spine Braces and Supports, Shoulder Braces and Supports, Elbow Braces and Supports, Hand/Wrist Braces and Supports, Facial Braces

and Supports)

5.2.2. By Application (Preventive Care, Ligament Injury Repair, Osteoarthritis, Compression Therapy, Other Applications)

5.2.3. By Distribution Channel (Pharmacies and Retailers, E-Commerce Platforms, Orthopedic Clinics & Hospitals)

5.2.4. By Region

5.2.5. By Company (2023)

5.3. Market Map

6. NORTH AMERICA OTC BRACES AND SUPPORT MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product

6.2.2. By Application

6.2.3. By Distribution Channel

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States OTC Braces and Support Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product

6.3.1.2.2. By Application

6.3.1.2.3. By Distribution Channel

6.3.2. Canada OTC Braces and Support Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product

6.3.2.2.2. By Application

6.3.2.2.3. By Distribution Channel

6.3.3. Mexico OTC Braces and Support Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product

6.3.3.2.2. By Application

6.3.3.2.3. By Distribution Channel

7. EUROPE OTC BRACES AND SUPPORT MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product

7.2.2. By Application

7.2.3. By Distribution Channel

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. Germany OTC Braces and Support Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Product

7.3.1.2.2. By Application

7.3.1.2.3. By Distribution Channel

7.3.2. United Kingdom OTC Braces and Support Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Product

7.3.2.2.2. By Application

7.3.2.2.3. By Distribution Channel

7.3.3. Italy OTC Braces and Support Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Product

7.3.3.2.2. By Application

7.3.3.2.3. By Distribution Channel

7.3.4. France OTC Braces and Support Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Product

7.3.4.2.2. By Application

- 7.3.4.2.3. By Distribution Channel
- 7.3.5. Spain OTC Braces and Support Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product
 - 7.3.5.2.2. By Application
 - 7.3.5.2.3. By Distribution Channel

8. ASIA-PACIFIC OTC BRACES AND SUPPORT MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product
 - 8.2.2. By Application
 - 8.2.3. By Distribution Channel
 - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China OTC Braces and Support Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product
 - 8.3.1.2.2. By Application
 - 8.3.1.2.3. By Distribution Channel
 - 8.3.2. India OTC Braces and Support Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product
 - 8.3.2.2.2. By Application
 - 8.3.2.2.3. By Distribution Channel
 - 8.3.3. Japan OTC Braces and Support Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product
 - 8.3.3.2.2. By Application

- 8.3.3.2.3. By Distribution Channel
- 8.3.4. South Korea OTC Braces and Support Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product
 - 8.3.4.2.2. By Application
 - 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia OTC Braces and Support Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product
 - 8.3.5.2.2. By Application
 - 8.3.5.2.3. By Distribution Channel

9. SOUTH AMERICA OTC BRACES AND SUPPORT MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product
 - 9.2.2. By Application
 - 9.2.3. By Distribution Channel
 - 9.2.4. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil OTC Braces and Support Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product
 - 9.3.1.2.2. By Application
 - 9.3.1.2.3. By Distribution Channel
 - 9.3.2. Argentina OTC Braces and Support Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product
 - 9.3.2.2.2. By Application

- 9.3.2.2.3. By Distribution Channel
- 9.3.3. Colombia OTC Braces and Support Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product
 - 9.3.3.2.2. By Application
 - 9.3.3.2.3. By Distribution Channel

10. MIDDLE EAST AND AFRICA OTC BRACES AND SUPPORT MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product
 - 10.2.2. By Application
 - 10.2.3. By Distribution Channel
 - 10.2.4. By Country
- 10.3. MEA: Country Analysis
 - 10.3.1. South Africa OTC Braces and Support Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product
 - 10.3.1.2.2. By Application
 - 10.3.1.2.3. By Distribution Channel
 - 10.3.2. Saudi Arabia OTC Braces and Support Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product
 - 10.3.2.2.2. By Application
 - 10.3.2.2.3. By Distribution Channel
 - 10.3.3. UAE OTC Braces and Support Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product

- 10.3.3.2.2. By Application
- 10.3.3.2.3. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. PORTER'S FIVE FORCES ANALYSIS

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Product

14. COMPETITIVE LANDSCAPE

- 14.1. 3M Company
 - 14.1.1. Business Overview
 - 14.1.2. Company Snapshot
 - 14.1.3. Products & Services
 - 14.1.4. Financials (As Reported)
 - 14.1.5. Recent Developments
 - 14.1.6. Key Personnel Details
 - 14.1.7. SWOT Analysis
- 14.2. Enovis, Inc.
- 14.3. Dynatronics Corporation
- 14.4. Essity AB
- 14.5. Zimmer Biomet Holdings, Inc

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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Product name: OTC Braces and Support Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Knee Braces and Supports, Ankle Braces and Supports, Foot Walkers and Orthoses, Back, Hip & Spine Braces and Supports, Shoulder Braces and Supports, Elbow Braces and Supports, Hand/Wrist Braces and Supports, Facial Braces and Supports), By Application (Preventive Care, Ligament Injury Repair, Osteoarthritis, Compression Therapy, Other Applications), By Distribution Channel (Pharmacies and Retailers, E-Commerce Platforms, Orthopedic Clinics & Hospitals), By Region, and By Competition, 2019-2029F

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