

# **Turkey Advanced Wound Care Market, By Product (Dressings, Grafts & Matrices, Topical Agents, Others), By Wound Type (Chronic Wounds, Acute Wounds), By End User (Hospitals & Clinics, Ambulatory Care Centers, Homecare), By Region, Competition Forecast & Opportunities, 2028F**

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## **Abstracts**

Turkey Advanced Wound Care market is expected to grow at an impressive rate during the forecast period 2024-2028. The major factors include increasing prevalence of chronic diseases and rising prevalence of surgeries. Furthermore, increasing incidence of diabetes, due to sedentary lifestyle is one of the leading factors contributing to the market growth. According to Turkish Statistical Institute (TurkStat) estimation, in 2021, Turkey's gross domestic product have spent more than USD802.7 billion on research and development, an increase of 42.8%.

Advanced wound care products are designed to accelerate the healing process of chronic wounds, such as diabetic foot ulcers, pressure ulcers, and venous leg ulcers. These products are more effective than traditional wound care products and can significantly reduce healing time, improve patient outcomes, and reduce healthcare costs.

Turkey is one of the fastest-growing economies in the world, and its healthcare system is among the most advanced in the region. As the population ages, chronic diseases such as diabetes, cardiovascular disease, and cancer are becoming increasingly common. With an aging population comes an increased demand for advanced wound care products and services, creating a significant growth opportunity for the Turkish wound care market.

Moreover, the increase in the sedentary lifestyle including lack of physical activity, alcohol consumption, overeating, obesity etc., are some factors giving rise to several health issues along with the technological developments and is expected to drive the growth of Turkey Advanced Wound Care Market in the forecast years 2024-2028.

Additionally, an increasing geriatric population base and the increasing number of traumatic injuries are other major factors accelerating market growth. Thus, this aspect is improving the health care infrastructure and facilities available in the country including the wound care management systems, thereby propelling the advanced wound care market growth in the coming years.

### Rising Number of Road Accidents & Injuries

According to data, fatal road injuries in Turkey rose to 5,362 traffic fatalities in 2021. Additionally, according to the Global Road Safety Facility (GRSF) hosted by the World Bank, approximately 73% of road accidental fatalities & injuries are observed among the people within the age groups of 15-64 years. The increasing cases of road accidents is causing the population to be at risk regarding injuries and fatalities, thereby, creating a huge demand for the advanced wound care market in case of a big bone injury and often in case of internal pain or injury. The growing risk of young population getting a serious wound injury in many cases requires a special type of dressing majorly and additionally collagen based dressings are required in case of any sensitive wound care in sensitive organ, and any superficial soft tissues, thereby supporting the market growth in the current times along with attributing to the market growth in the forecast period.

### Rising Prevalence of Chronic Diseases

The rising prevalence in number of chronic diseases like cardiovascular diseases, surgeries, trauma, and injuries either caused due to road accidents or any other accidental or non-accidental reasons resulting in larger wounds. Chronic wounds, such as diabetic foot ulcers, venous leg ulcers, and pressure ulcers, are more challenging to treat and take longer to heal. Advanced wound care products, such as antimicrobial dressings, bioactive dressings, and negative pressure wound therapy devices, have been increasingly used to treat chronic wounds, driving the growth of the Turkey Advanced Wound Care Market. According to the latest WHO data published in 2020 Diabetes Mellitus Deaths, in Turkey reached 17,900 or 4.60% of total deaths. The Age Adjusted Death Rate is 20.07 per 100,000 of population in the world. Additionally, the

cardiovascular problem in Turkey also accounts for the rising chronic diseases. For instance, according to the latest WHO data published in 2020 Coronary Heart Disease, Deaths in Turkey reached 85,905 or 22.08% of total deaths. Thus, these factors support the growth of the advanced wound care market.

### Growing Susceptibility for Fractures Among the Elderly

With the growing age, the condition of weakened health brings multiple bone health and other severe health conditions among the geriatric population. According to WHO, the rising elderly population in the country is growing at an elevated rate compared to the last 5 years demographics of the country. Moreover, according to the Turkish Statistical Institute (TurkStat) statistics, in 2019, the elderly population was holding a huge percentage of approximately 9.1% of the total population in Turkey. The increasing count for people in old age holds a huge account for the growing cases of internal and external injury, ulcers, diabetic ulcers, and chronic disease susceptibility, thus creating a huge demand for wound care facilities and management. Thus, the rising population is thereby driving the growth of Turkey Advanced Wound Care Market

### Technological Advancement & New Product Launches

Several research and development in advanced wound care products such as wound dressings, resulted in the research and production of novel products that provide absorption, hydration, and antimicrobial activities. This is ascribed to technological advancement, causing a change from simple dressings to advanced dressings, and enhancing the demand for products that incorporate active pharmaceutical ingredients. The need to improve the condition of wound care and provide products that regulate wound healing easily is expected to drive the growth of Turkey advanced wound care market.

Moreover, the advanced wound care market has seen several technological advancements in recent years, with the introduction of new wound care products and devices that are more effective and easier to use than traditional wound care products. Advanced wound dressings, such as hydrogels, collagen dressings, and foam dressings, have been widely adopted in Turkey, providing better outcomes for patients, driving the growth of the advanced wound care market.

Wound care products include wound healing products that helps to cure diabetic foot ulcers, which are prevalent in diabetic patients. For instance, according to ScienceDirect, diabetic foot ulcers may affect more than 25% of the diabetic population

and may lead to amputation of foot in 20% of patients. Advanced wound care products help in moisture retention and allow rapid healing of wounds, both internally and externally. Moreover, these products help in absorption of necrotic tissues, which are effective in cases of surgical site infections. Thus, healthcare professionals prefer to use wound care products which is anticipated to propel market growth over the forecast period.

### Rising Awareness of Advanced Wound Care & Its Expenditure

Turkey has been steadily increasing its healthcare expenditure in recent years, driven by several factors, such as a growing population, rising demand for healthcare services, and government initiatives to improve healthcare infrastructure. The increased healthcare expenditure has led to a greater availability of advanced wound care products and services in hospitals and other healthcare settings, contributing to the growth of the Turkey Advanced Wound Care Market. In addition to other factors, there has been a growing awareness of advanced wound care among healthcare professionals and patients in Turkey, leading to increased demand for advanced wound care products. The government and healthcare organizations have been actively promoting the use of advanced wound care products through awareness campaigns, training programs, and other initiatives, further driving the growth of the Turkey Advanced Wound Care Market.

### Market Segmentation

The Turkey Advanced Wound Care Market can be segmented by product, wound type, end user, company, and region. By product, the market can be segmented into dressings, grafts & matrices, topical agents, and others. Based on wound type, the market can be segmented into chronic wounds, acute wounds. In terms of end users, the market can be segmented into hospitals & clinics, ambulatory care centers, and homecare.

### Market Players

Johnson & Johnson Türkiye, B. Braun Türkiye, ABIGO Medical AB (Nibe), Smith + Nephew Turkey, Coloplast Turkey Medikal Gereçler San. ve Tic. A.Ş., etc. are some of the leading companies operating in the market.

### Report Scope:

In this report, Turkey Advanced Wound Care Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Turkey Advanced Wound Care Market, By Product

Dressings

Grafts & Matrices

Topical Agents

Others

Turkey Advanced Wound Care Market, By Wound Type

Chronic Wounds

Acute Wounds

Turkey Advanced Wound Care Market, By End User

Hospitals & Clinics

Ambulatory Care Centers

Homecare

Turkey Advanced Wound Care Market, By Region:

Marmara Region

Central Anatolia

Eastern Anatolia Region

South-Eastern Anatolia Region

Aegean Region

Mediterranean Region

Black Sea Region

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Turkey  
Advanced Wound Care Market

Available Customizations:

With the given market data, TechSci 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).

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