

# **Middle East & Africa Self-Adherent Wraps Market Forecast to 2028– COVID-19 Impact and Regional Analysis– by Type (Sterile and Non-Sterile) and End Use [Hospitals, Specialty Clinics, Household Healthcare (Pharmacies, Online, and Other Household Healthcare), and Others]**

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## **Abstracts**

The Middle East & Africa self-adherent wraps market is expected to grow from US\$ 10.71 million in 2022 to US\$ 14.22 million by 2028. It is estimated to grow at a CAGR of 4.8% from 2022 to 2028.

### **Growth of Online Pharmacies Fuel Middle East & Africa Self-Adherent Wraps Market**

In recent years, the e-commerce industry has been growing rapidly. An increasing number of consumers buy different products online due to the best price, convenience, fast and easy delivery, diversity of products, and special promotions (free shipping, discounts, loyalty program, cashback, etc.). An online pharmacy is a convenient and quick shop from where consumers can quickly order different medicines and other related products. For older adults, physically challenged people, and working professionals, online pharmacy is a convenient way of purchasing different medical products. Online pharmacies save consumers the trouble of visiting local pharmacy shops and waiting in line for medicines. Online pharmacies also offer discounts on various products purchased in bulk. With online pharmacies, consumers can place orders anytime from anywhere. Also, 24\*7 online customer support is provided to solve consumers' queries regarding medicines. Online pharmacies provide the facility of cashless payments by credit card or debit card, or Paytm, or consumers can also pay by cash on delivery. Due to all these benefits, consumers prefer online pharmacies to

buy different products. As a result, the online pharmacy sector has grown exponentially, especially during the COVID-19 pandemic. Online retailers and online pharmacies offer self-adherent wraps of different brands in various sizes and colors. Therefore, the sales of self-adherent wraps is expected to rise through online pharmacy channel in the coming years with a rising trend to adoption of online pharmacy services.

## Middle East & Africa Self-Adherent Wraps Market Overview

The self-adherent wrap market in the Middle East & Africa is segmented into Saudi Arabia, the UAE, and the Rest of South Africa. Self-adherent wraps are considered as a convenient option for protecting injured and wounded areas. Customers add convenient supplies such as self-adherent wraps to the first-aid and emergency kits, to be utilized for emergency preparedness. Increasing consumer awareness regarding the benefits of self-adherent wraps and rising government focus on the development of the healthcare sector are expected to create lucrative opportunities for the self-adherent wraps market in the coming years. According to the Ministry of Health (Saudi Arabia), approximately 290,000 noncritical surgeries were conducted across several regions of Saudi Arabia. The Ministry of Health (Saudi Arabia) revealed that the average number of patients added to the waiting list regarding obesity, plastic surgery, pediatrics, and orthopedics in hospitals was approximately 18,000 per month in 2022. Therefore, a high number of surgeries and the prevalence of healthcare sector in the Middle East & Africa are projected to fuel the self-adherent wraps market in the region during the forecast period.

## Middle East & Africa Self-Adherent Wraps Market Revenue and Forecast to 2028 (US\$ Thousand)

### Middle East & Africa Self-Adherent Wraps Market Segmentation

The Middle East & Africa self-adherent wraps market is segmented into type, end use, and country.

Based on type, the Middle East & Africa self-adherent wraps market is segmented into sterile and non-sterile. The non-sterile segment held a larger share of the Middle East & Africa self-adherent wraps market in 2022.

Based on end use, the Middle East & Africa self-adherent wraps market is segmented into hospitals, specialty clinics, household healthcare, and others. Household healthcare is segmented into pharmacies, online, and other household healthcare. The household healthcare segment held the largest share of the Middle East & Africa self-adherent

wraps market in 2022.

Based on country, the Middle East & Africa self-adherent wraps market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the share of the Middle East & Africa self-adherent wraps market in 2022.

**3M CO; CARDINAL HEALTH INC; ESSITY AB; AND MEDLINE INDUSTRIES LP ARE THE LEADING COMPANIES OPERATING IN THE MIDDLE EAST & AFRICA SELF-ADHERENT WRAPS MARKET.**

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