

# South & Central America 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]

<https://marketpublishers.com/r/SD54DE3D2454EN.html>

Date: August 2023

Pages: 83

Price: US\$ 3,000.00 (Single User License)

ID: SD54DE3D2454EN

## Abstracts

The South & Central America self-adherent wraps market is expected to grow from US\$ 20.60 million in 2022 to US\$ 27.84 million by 2028. It is estimated to grow at a CAGR of 5.1% from 2022 to 2028.

### Increase in Use of Self-Adherent Wraps in Sports and Fitness Sectors Fuel South & Central America Self-Adherent Wraps Market

Athletes involved in sports perform activities such as jumping and running and are typically at a higher risk of getting injured. Sports such as running, basketball, soccer, football, and martial arts are commonly associated with injuries. The prevalence of sports-related ankle injuries ranges from 20% to 50%. Self-adherent wraps provide support for sprains and strains. Self-adherent wraps do not stretch and loosen over time like athletic bandage tape. These wraps can be applied in more layers to create more support. As a result, self-adherent wraps are highly used in the sports and fitness sectors to wrap ankle sprains and strains and secure dressings quickly. Hence, the increasing use of self-adherent wraps in the sport and fitness sectors is driving the market growth.

### South & Central America Self-Adherent Wraps Market Overview

The self-adherent wrap market in South & Central America is segmented into Brazil, Argentina, and the Rest of South & Central America. Self-adherent wraps are specifically designed for convenience of utilization. Growing customer awareness of self-adherent wrap advantages has surged the demand for the product in household primary care kit. Customers prefer wrapping sprains and injury with self-adherent wraps due to their ease of application. According to a report published by the International Trade Administration in 2023, Brazil invests 9.1% of its GDP in the healthcare sector, comprising 532,645 hospital beds, 88,000 supplementary healthcare services, 502,000 physicians, and 89,000 drug stores as of 2021. According to the World Health Organization, Brazil spends US\$ 1,035 per capita on healthcare annually. In the past few years, there has been a considerable rise in the number of hospitals in Brazil, majorly due to increasing number of traffic accidents and surgeries. The self-adherent wraps are extensively used in the aforementioned clinical areas. Thus, the growing healthcare sector and rising number of hospitals in South & Central America are anticipated to boost the demand for self-adherent wraps in the region during the forecast period.

South & Central America Self-Adherent Wraps Market Revenue and Forecast to 2028  
(US\$ Thousand)

South & Central America Self-Adherent Wraps Market Segmentation

The South & Central America self-adherent wraps market is segmented into type, end use, and country.

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

Based on end use, the South & Central America 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 South & Central America self-adherent wraps market in 2022.

Based on country, the South & Central America self-adherent wraps market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the share of the South & Central America self-adherent wraps market in 2022.

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

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