

Global Advanced Wound Care Market: Industry Analysis & Outlook: (2018-2022)

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Abstracts

A wound is any disruption of the normal structure and function of the skin and its architecture. It causes pain, prolonged hospital stays, chronic morbidity and can lead to loss of limb or life. Wound management seeks to prevent or treat wounds by ensuring that it is free of dead tissue matter, infection free and moist. The wounds can be classified as acute and chronic.

Advanced wound care products are used to treat more complex, chronic and acute wounds using technology to aid the healing process. This category generally includes film and foam dressings, hydrogels, alginates and hydrocolloids. Treating an acute or chronic wound with the appropriate dressing assists the body's natural healing processes. Using the right wound care products can speed up this process by encouraging new tissue formation. The advanced wound care products are largely focused on keeping the wound hydrated to encourage healing.

The global wound care market is set to experience favourable growth driven by factors such as rising ageing population, increasing life expectancy, rising diabetic population, growing population with ulcer pressures and increasing awareness of advanced wound care products. Further, the scope of growth for this market will be broadened by favourable reimbursement policies, technological advancements, emerging middle class population and strong research and development efforts by companies. However, the growth of this market will be hindered by high cost of advanced wound care products and stringent regulatory approval process.

The report "Global Advanced Wound Care Market: Industry Analysis & Outlook (2018-2022)" analyses the development of this market, with focus on the U.S. and Rest of the World. The major trends, growth drivers as well as issues being faced by the

market are discussed in detail in this report. The four major players: Molnlycke, Smith & Nephew, Coloplast and ConvaTec are being profiled along with their key financials and strategies for growth. The report contains a comprehensive analysis of the global wound care market along with the study of the regional markets.

Contents

1. MARKET OVERVIEW

- 1.1 Wounds
- 1.2 Wound Care
- 1.3 Advanced Wound Care

2. GLOBAL WOUND CARE MARKET

- 2.1 Global Wound Care Market Forecast by Value
- 2.2 Global Wound Care Market by Region
 - 2.2.1 North America Wound Care Market Forecast by Value
 - 2.2.2 Europe Wound Care Market Forecast by Value
 - 2.2.3 ROW Wound Care Market Forecast by Value
- 2.3 Global Wound Care Market by Segment
 - 2.3.1 Surgical Wound Care Market Forecast by Value
 - 2.3.2 Basic Wound Care Market Forecast by Value

3. GLOBAL ADVANCED WOUND CARE MARKET

- 3.1 Global Advanced Wound Care Market by Value
- 3.2 Global Advanced Wound Care Market Forecast by Value
- 3.3 Global Advanced Wound Care Market by Region
- 3.4 Global Advanced Wound Care Market by Segment
 - 3.4.1 Global Advanced Wound Care Product Market by Value
 - 3.4.2 Global Advanced Wound Care Product Market Forecast by Value
 - 3.4.3 Global Advanced Wound Care Product Market by Region
 - 3.4.4 Global Advanced Wound Care Product Market by Segment
 - 3.4.5 Global Foam Market by Value
 - 3.4.6 Global Foam Market Forecast by Value
 - 3.4.7 Global Silver/Anti-Microbial Market by Value
 - 3.4.8 Global Silver/Anti-Microbial Market Forecast by Value
 - 3.4.9 Global Advanced Wound Care NPWT Devices Market by Value
 - 3.4.10 Global Advanced Wound Care NPWT Devices Market Forecast by Value
 - 3.4.11 Global Advanced Wound Care NPWT Devices Market by Region
 - 3.4.12 Global Advanced Wound Care NPWT Devices Market by Segment

4. REGIONAL ADVANCED WOUND CARE MARKET

4.1 The U.S.

- 4.1.1 The U.S. Advanced Wound Care Market by Value
- 4.1.2 The U.S. Advanced Wound Care Market Forecast by Value
- 4.1.3 The U.S. Advanced Wound Care Product Market by Value
- 4.1.4 The U.S. Advanced Wound Care Product Market Forecast by Value
- 4.1.5 The U.S. Advanced Wound Care NPWT Devices Market by Value
- 4.1.6 The U.S. Wound NPWT Devices Market Forecast by Value

4.2 ROW

- 4.2.1 ROW Advanced Wound Care Market by Value
- 4.2.2 ROW Advanced Wound Care Market Forecast by Value
- 4.2.3 ROW Advanced Wound Care Product Market by Value
- 4.2.4 ROW Advanced Wound Care Product Market Forecast by Value
- 4.2.5 ROW Advanced Wound Care NPWT Devices Market by Value
- 4.2.6 ROW Advanced Wound NPWT Devices Market Forecast by Value

5. MARKET DYNAMICS

5.1 Growth Drivers

- 5.1.1 Rising Ageing Population
- 5.1.2 Increasing Life Expectancy
- 5.1.3 Rising Diabetic Population
- 5.1.4 Escalating Healthcare Spending
- 5.1.5 Growing Population with Ulcer Pressure
- 5.1.6 Growing Awareness for Wound Care Products

5.2 Key Trends & Developments

- 5.2.1 Favorable Reimbursement Policies
- 5.2.2 New Technological Advancements
- 5.2.3 Rising Research & Development Activities
- 5.2.4 Emerging Middle Class Population

5.3 Challenges

- 5.3.1 High Cost for Advanced Wound Care Products
- 5.3.2 Stringent Regulatory Approvals

6. COMPETITION

6.1 Global Market

- 6.1.1 Revenue and Market Cap Comparison
- 6.1.2 Global Wound Care Market Share by Company

- 6.1.3 Global Advanced Wound Care- Market Share by Company
- 6.1.4 Global Advanced Wound NPWT Devices- Market Share by Company
- 6.1.5 Global Advanced Foam Wound Market Share by Company
- 6.1.6 Global Advanced Antimicrobials/Silver Market Share by Company

7. COMPANY PROFILES

7.1 Coloplast

- 7.1.1 Business Overview
- 7.1.2 Financial Overview
- 7.1.3 Business Strategies

7.2 ConvaTec

- 7.2.1 Business Overview
- 7.2.2 Financial Overview
- 7.2.3 Business Strategies

7.3 Smith & Nephew Plc.

- 7.3.1 Business Overview
- 7.3.2 Financial Overview
- 7.3.3 Business Strategies

7.4 Molnlycke

- 7.4.1 Business Overview
- 7.4.2 Financial Overview
- 7.4.3 Business Strategies

List Of Charts

LIST OF CHARTS

Types of Wound

Global Wound Care Market Forecast by Value (2017-2022)

Global Wound Care Market by Region (2017)

North America Wound Care Market Forecast by Value (2017-2022)

Europe Wound Care Market Forecast by Value (2017-2022)

ROW Wound Care Market Forecast by Value (2017-2022)

Global Wound Care Market by Segment (2017)

Surgical Wound Care Market Forecast by Value (2017-2022)

Basic Wound Care Market Forecast by Value (2017-2022)

Global Advanced Wound Care Market by Value (2013-2017)

Global Advanced Wound Care Market Forecast by Value (2018-2022)

Global Advanced Wound Care Market by Region (2017)

Global Advanced Wound Care Market by Segment (2017)

Global Advanced Wound Care Product Market by Value (2013-2017)

Global Advanced Wound Care Product Market Forecast by Value (2018-2022)

Global Advanced Wound Care Product Market by Region (2017)

Global Advanced Wound Care Product Market by Segment (2017)

Global Foam Market by Value (2013-2017)

Global Foam Market Forecast by Value (2018-2022)

Global Silver/Anti-Microbial Market by Value (2013-2017)

Global Silver/Anti-Microbial Market Forecast by Value (2018-2022)

Global Advanced Wound Care NPWT Devices Market by Value (2013-2017)

Global Advanced Wound Care NPWT Devices Market Forecast by Value (2018-2022)

Global Advanced Wound NPWT Devices Market by Region (2017)

Global Advanced Wound NPWT Devices Market by Segment (2017)

The U.S. Advanced Wound Care Market by Value (2013-2017)

The U.S. Advanced Wound Care Market Forecast by Value (2018-2022)

The U.S. Advanced Wound Care Product Market by Value (2013-2017)

The U.S. Advanced Wound Care Product Market Forecast by Value (2018-2022)

The U.S. Advanced Wound Care NPWT Devices Market by Value (2013-2017)

The U.S. Wound NPWT Devices Market Forecast by Value (2018-2022)

ROW Advanced Wound Care Market by Value (2013-2017)

ROW Advanced Wound Care Market Forecast by Value (2018-2022)

ROW Advanced Wound Care Product Market by Value (2013-2017)

ROW Advanced Wound Care Product Market Forecast by Value (2018-2022)

ROW Advanced Wound Care NPWT Devices Market by Value (2013-2017)
ROW Advanced Wound NPWT Devices Market Forecast by Value (2018-2022)
Global Population Above 65 Years (2013-2017)
Life Expectancy at Birth (2013-2017)
Global Diabetic Population (2013-2017)
Global Healthcare Spending Per Capita (2013-2017)
Global Wound Care Market Share by Company (2017)
Global Advanced Wound Care- Market Share by Company (2017)
Global Advanced Wound NPWT Devices- Market Share by Company (2017)
Global Advanced Foam Wound Market Share by Company (2017)
Global Advanced Antimicrobials/Silver Market Share by Company (2017)
Coloplast Revenue by Segment (2017)
Coloplast Revenue and Net Income (2013-2017)
ConvaTec Revenue by Segment (2017)
ConvaTec Revenue and Net Income (2013-2017)
Smith & Nephew Plc. Revenue by Segment (2017)
Smith & Nephew Plc. Revenue and Net Profit (2013-2017)
Molnlycke Revenue and Profit (2013-2017)

List Of Tables

LIST OF TABLES

Advanced Wound Care Products
R&D Expenditure of Companies (2017)
Key Players - Revenue & Market Cap Comparison (2017)

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