

# Global Advanced Wound Care Market Report: Insights, Trends and Forecast (2019-2023)

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## Abstracts

The global advanced wound care market is estimated to reach US\$10.12 billion in 2023, growing at a CAGR of 7.71% for the period spanning from 2019 to 2023. The factors such as rising ageing population, increasing life expectancy, rising diabetic population, rising prevalence of chronic wounds and increasing awareness of advanced wound care products are expected to drive the market. However, the growth of the industry will be challenged by the high cost of advanced wound care products and stringent regulatory approval process. A few notable trends include favorable reimbursement policies, technological advancements, and emerging middle-class population.

The wound care market is segmented into four categories, namely Surgical, Advanced, Basic and Mid Tier. The launch of new innovative products with great benefits, faster adoption of wound care products and increasing healthcare expenditure helped advanced wound care segment to remain at top position amongst all the segments.

The United States is the fastest growing regional market due to the rising incidence of diabetes, surging prevalence of chronic wounds, and product launches. The U.S. represents one of the largest markets for advanced wound care product and is already well-penetrated at developed market levels. Increasing demand for rapid healing along with a wide range of advanced products is estimated to act as an opportunity for advanced wound care product market.

Scope of the report:

The report provides a comprehensive analysis of the global advanced wound care market, segmented into six product categories: Foam, Silver, Skincare, Alginates, Hydrocolloids, and Others.

The report covers the analysis of regional markets, covering Europe and North America region, with focus on the U.S. and Rest of the World.

The competitive landscape of the market, along with the company profiles of leading players (Molnlycke, Smith & Nephew, Coloplast, ConvaTec, Integra Lifesciences and 3M) are also presented in detail.

#### Key Target Audience:

Wound Care Product Manufacturers

Wound Care Associations

End Users (Hospitals, Medical schools, Diagnostic centers, and Outpatient clinics)

Consulting Firms

Insurance Providers

Government Bodies & Regulating Authorities

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