

# Global Wound Care Market Report: 2011 Edition

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## Abstracts

The economic and industrial growth, along with complex demographic and changing socio-political realities has deeply affected the various areas of healthcare. There is intense medical research, but more and complex diseases continue to coexist. In the wake of increasing prevalence of wounds due to different factors in the modern day society alongwith the advancements in medicare science, the global wound care market has acquired larger reach and proportions. The growth can be particularly seen in the advanced wound care market due to rising incidence of complex wound situations and new treatment methodologies. The global advanced wound market is forecasted to grow at a CAGR of approximately 3.7% during 2011 to 2013.

The United States, Europe, and Japan are the major revenue contributors in the global wound care market. There is also is growing need and awareness for advanced wound care in countries like India, China, and Brazil which are the new emerging markets in the healthcare sector. However, the largest incidence of wounds caused by obesity, diabetes, and other factors can be found in the US, which is expected to further to rise in future. This suggests continued dominance of the US in the global wound care market.

Due to a need for a better and more cost effective treatment, a more cohesive approach is being adopted, involving medical teams, better training to medical staff, dedicated service centers for complex wounds, and new therapies like negative pressure therapies for managing chronic and non-healing wounds. Constant rise in obese and diabetic population, who are at greater risk of developing wounds, will lead to growth in the global wound market.

The leading players in the global wound care market include Smith & Nephew, Convatec, Kinetic Concepts, Coloplast, and 3M, among others. Along with these larger players several other smaller players coexist, depicting the fragmented nature of the

market. The companies in the global wound care market generally compete on the basis of technological innovations, product reliability, price, and global reach, among such other factors.

The report offers an analysis of the global wound care market. It also discusses key market trends, growth drivers, and industry developments. It presents the competitive structure of the industry and profiles major players in the market with a discussion of their key business strategies.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables, and tests.

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