

## **Wound Care in Argentina**

Market Direction | 2022-09-19 | 21 pages | Euromonitor

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### **Report description:**

After third wave of the COVID-19 pandemic in Argentina, normal activities have now resumed, with consumers going back to work, students going back to school, and people enjoying out-of-home activities again. Sporting activities also resumed during the last quarter of 2021, and all these factors have come together to create higher incidences of minor injuries which require wound care products. As such, this is boosting sales in the category.

Euromonitor International's Wound Care in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: First Aid Kits, Gauze, Tape and Other Wound Care, Sticking Plasters/Adhesive Bandages.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Wound Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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WOUND CARE IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Normal activities after COVID-19 pandemic rebound wound care sales in 2022

Sales of sticking plasters/adhesive bandages mainly driven by seasonality and women

Beiersdorf (Argentina) dominates sticking plasters/adhesive bandages, while Johnson & Johnson de Argentina remains in second place

PROSPECTS AND OPPORTUNITIES

Consumer price-sensitivity set to remain high, as inflation further erodes purchasing power

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