

## **Wound Care in Belgium**

Market Direction | 2022-09-20 | 26 pages | Euromonitor

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### **Report description:**

The recovery that was expected in wound care in 2021 did not materialise, but it is clearly present in 2022. Wound care is largely dependent on sporting and social activities, so conditions during the COVID-19 crisis, with its strict lockdown measures and lack of social interaction, placed considerable downwards pressure on the category. Lockdowns and curfews were less severe in 2021 than in 2020, however lifestyles were still not likely to lead to small wounds being sustained by children and sp...

Euromonitor International's Wound Care in Belgium 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 BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Removal of COVID-19 restrictions and ideal weather lead to peak in wound care sales

However, inflation also plays a part in recovery, while consumers are increasingly price-sensitive

Beiersdorf's Hansaplast regains its 2019 level but faces growing competition from generics

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