

## **Wound Care in Switzerland**

Market Direction | 2022-09-20 | 22 pages | Euromonitor

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### **Report description:**

Demand for wound care is supported by the warm weather in 2022, which has promoted more outdoor activities amongst the Swiss which, in turn, increases the chances of minor injuries. For example, according to statistics published by Velosuisse (the trade association representing the bicycle industry), sales of bicycles, including e-bikes, increased by more than 30% between 2019 and 2020. It should be noted that the rising number of e-bikes is driving up the number of bicycle accidents and, thus,...

Euromonitor International's Wound Care in Switzerland 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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#### KEY DATA FINDINGS

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Outdoor activities due to warm weather drives demand for wound care, as consumers are more likely to sustain minor injuries  
Wide private label offerings face competition from the leading branded players

Distribution of wound care remains unchanged in 2022

#### PROSPECTS AND OPPORTUNITIES

Sales in wound care to grow in line with ongoing consumer demand, with outdoor and sporting lifestyles boosting demand for plasters

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Innovation to remain key, with increasing competition expected in new product developments

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