

Wound Care in Italy

Market Direction | 2022-09-19 | 24 pages | Euromonitor

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Report description:

Wound care saw a sharp decline in demand in 2020 following the outbreak of COVID-19 and the Italian government's introduction of measures to contain its spread, which led to home seclusion and a lack of physical activity. However, sales started to recover in the second half of 2021 as restrictions were eased and consumers started to return to more active lives, including taking part in sport and exercise. This pattern is expected to continue in 2022 thanks to consumers returning to more normalis...

Euromonitor International's Wound Care in Italy 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 ITALY

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Sticking plasters/adhesive bandages benefits from a return to more active lifestyles

Sales of gauze, tape and other wound care set to return to pre-COVID-19 levels

Price-sensitivity increases in wound care as unit prices rise

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