

Wound Care in Malaysia

Market Direction | 2022-10-05 | 22 pages | Euromonitor

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Report description:

Demand for wound care has remained relatively stable in 2022, albeit with limited growth seen in current value terms. At the start of the pandemic in 2020, consumers engaged in stockpiling of these products, in case they were needed for first aid purposes. The implementation of the first Movement Control Order (MCO) from 18 March to 4 May 2020 was implemented as a preventive strategy by the Malaysian Government in an effort to contain the COVID-19 pandemic in the country. This created uncertain...

Euromonitor International's Wound Care in Malaysia 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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Wound care sees modest growth in 2022

Private label benefiting from new product launches

Innovative products help international players to retain their lead

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Wound care looks set for healthy growth over the forecast period fuelled by investment in new product development and innovation

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