

Wound Care in Norway

Market Direction | 2022-10-07 | 24 pages | Euromonitor

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Report description:

After declining sales in 2020 and moderate growth in 2021, wound care will record accelerated growth in 2022 as life returns to normality in Norway following the COVID-19 pandemic. The fact that local consumers (both adults and children) will be spending more time out of doors and engaging in more physical activity will lead to an increase in minor injuries like cuts and scrapes. This will drive sales of wound care. Sticking plasters/adhesive bandages account for the bulk of retail current value...

Euromonitor International's Wound Care in Norway 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 NORWAY

KEY DATA FINDINGS

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Boosted growth for wound care as people spend more time outside

Orkla Group continues to lead following its acquisition of Norgesplaster and strong distribution strategy

Design remains a major strategy to differentiate wound care items from competitors'

PROSPECTS AND OPPORTUNITIES

With outdoor activities and participation in sports set to grow in popularity, demand growth for wound care will be robust

Specialised offerings could stimulate demand and help support higher prices

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