

Wound Care in Finland

Market Direction | 2022-10-10 | 21 pages | Euromonitor

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Report description:

Following a fall in retail value sales of wound care in 2020 due to COVID-19, sales registered positive growth in 2021 and is recording robust value sales growth in 2022. Indeed, retail value sales levels are recovering and is exceeding 2019 levels. Recovery is mostly due to restrictions as a result of the pandemic being lifted and Finns being able to move freely again. Furthermore, having wound care on hand is generally considered a basic necessity and so consumers continue to make sure to alwa...

Euromonitor International's Wound Care in Finland 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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Table of Contents:

Wound Care in Finland
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List Of Contents And Tables

WOUND CARE IN FINLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wound care sales benefit as final restrictions are lifted in 2022

Orkla remains the leading player in 2022 and introduces value-added wound care

Speciality sticking plasters gaining consumer interest in 2022

PROSPECTS AND OPPORTUNITIES

Little sales growth likely over the forecast period due to mature category and few new innovations

Value-added solutions and reasonably priced products likely to fuel sales over the forecast period

Seasonal designs targeted at children set to boost sales over the forecast period

CATEGORY DATA

Table 1 Sales of Wound Care by Category: Value 2017-2022

Table 2 Sales of Wound Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Wound Care: % Value 2018-2022

Table 4 LBN Brand Shares of Wound Care: % Value 2019-2022

Table 5 Forecast Sales of Wound Care by Category: Value 2022-2027

Table 6 Forecast Sales of Wound Care by Category: % Value Growth 2022-2027

CONSUMER HEALTH IN FINLAND

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 Life Expectancy at Birth 2017-2022

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2017-2022

Table 10 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 12 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 14 Distribution of Consumer Health by Format: % Value 2017-2022

Table 15 Distribution of Consumer Health by Format and Category: % Value 2022

Table 16 □Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

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Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

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