

Wound Care in Japan

Market Direction | 2022-10-13 | 24 pages | Euromonitor

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Report description:

Wound care is not expected to return to value growth in 2022, as the number of COVID-19 cases has remained at a record high. The practice of handwashing and alcohol disinfection has maintained some demand, as a way to address skin problems such as rough and chapped hands. However, because of the nature of wound care products, which are often needed for younger consumers such as children, current value sales are set to continue to decline as sporting classes and events still see fewer opportunities.

Euromonitor International's Wound Care in Japan 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 JAPAN

KEY DATA FINDINGS

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Demand for wound care declines in value terms

Little change seen in the competitive environment, with brand recognition helping to maintain share

A major earthquake leads to stable demand for disaster preparedness

PROSPECTS AND OPPORTUNITIES

Popularity of outdoor leisure activities will be an opportunity for wound care

Promotion of high function products and product usage will be important to achieve recovery

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