

Wound Care in Kenya

Market Direction | 2022-10-12 | 20 pages | Euromonitor

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Report description:

While wound care is expected to register healthy current value growth in 2022, constant value growth is expected to be unchanged. The war in Ukraine had led to an energy crisis, which in return is leading to high inflation. Added to that, a drought in Kenya is having a further effect on food security and livelihoods. However, the full impact of the global oil price rises and other commodity price rises on domestic prices has been cushioned by government subsidies. All the same, prices are still...

Euromonitor International's Wound Care in Kenya 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Longstanding Ray Pharmaceutica and Beiersdorf maintain their top places, with low levels of competition in a small product area

Pricing main driver of value sales

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Higher and lower income consumers will be catered for over forecast period

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