

## **Wound Care in Australia**

Market Direction | 2022-11-15 | 24 pages | Euromonitor

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### **Report description:**

Demand for wound care continues to grow in 2022, due to the lifting of COVID-19 restrictions in place over 2021, which has motivated many Australians to resume organised group sports. Australians are engaging in popular group sports, such as football, rugby, cricket and basketball in 2022. Sprains, cuts and abrasions are common occurrences as part of greater physical activity, thereby supporting growth of wound care.

Euromonitor International's Wound Care in Australia 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Growth underpinned by consumers returning to organised group sports and outdoor activities

Product innovation biggest driver of category growth in 2022

Johnson & Johnson Pacific and Beiersdorf Australia retain strength with new line extensions

#### PROSPECTS AND OPPORTUNITIES

Ageing population and ongoing participation in sports will contribute to further demand for wound care

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