

Wound Care in Austria

Market Direction | 2023-01-12 | 25 pages | Euromonitor

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Report description:

In 2021, wound care rebounded from the drop in demand in 2020 due to the restrictions on movement during the Coronavirus (COVID-19) pandemic. As consumers returned to the workplace and schools and resumed outdoor activities, retail volume sales increased. However, the demand for wound care stabilised and retail volume sales declined again in 2022, while retail current value sales stagnated. Many consumers restocked their wound care supplies in 2021, without using them all, which inhibited new pu...

Euromonitor International's Wound Care in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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 AUSTRIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Earlier stockpiling limits the room for growth in 2022

New product launches continue to add dynamism to wound care

Drugstores remain top-of-mind due to a wide offer, competitive prices and convenient access

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Innovation and new launches to remain growth drivers

The competitive and distribution landscapes are set to be stable

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