

Germany Wound Care Management Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 80 pages | Mordor Intelligence

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Report description:

The German wound care management market is poised to grow at a CAGR of 5.8% over the forecast period.

The COVID-19 pandemic created serious disruptions in healthcare services, including the treatment of injured patients. Instead of preventing wound healing, the primary goal of wound care during the pandemic was to minimize significant wound complications, decrease hospitalization, and avoid surgery. According to the study published by the International Wound Journal in February 2021, in Germany, the pandemic hindered access to clinical care for chronic wounds. However, the limitations had no appreciable effect on the quality of life associated with wound care or at-home care. Despite its obvious benefits in wound care, particularly in light of the pandemic, telemedicine is hardly used in Germany when compared with the past. Thus, the wound care management market is expected to continue to grow, with a significant impact over the forecast period.

The increasing cases of chronic wounds, ulcers, and diabetic ulcers in Germany are expected to drive the growth of the market. With the increasing cases of diabetes in Germany and diabetic patients being more likely to develop diabetic ulcers, it is anticipated that the wound care management market will expand significantly. According to the International Diabetes Federation 2021, in Germany, 6,199.9 thousand people had diabetes in 2021, and by 2030 the number is expected to increase by 6,519.7 thousand. Thus, due to the increasing prevalence of diabetes, which is a key risk factor for the formation of foot ulcers, the demand for wound care will rise and is expected to have significant growth over the forecast period.

Market expansion is likely to be aided by the fact that market participants frequently launch new products and employ a variety of growth strategies in their specific segments. For instance, in June 2021, German company Schulke & Mayr GmbH (schulke) and Bactiguard agreed to an exclusive distribution agreement of wound care solutions for German hospitals. These agreements will further expand wound care management to various healthcare facilities and are expected to drive the growth of the market.

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However, reimbursement issues and the high cost of products may restrain the growth of the market over the forecast period.

Germany Wound Care Management Devices Market Trends

Diabetic Foot Ulcer (DFU) Under Chronic Wound Type is Expected to Dominate the Market Over the Forecast Period

Diabetic foot ulcer (DFU) is a type of chronic wound which is expected to have a significant impact over the period owing to factors like an increasing burden of diabetes and new methods for the management of wounds caused by diabetic foot ulcers.

According to the study report published by Diabetes Res Clin Pract. in February 2021, in Germany, the cumulative DFU recurrence rate was around 70% over 15 years. Patients who have had an ulcer before are more likely to experience another one in the future. Thus, the increasing recurrence rate of DFU is expected to boost the segment's growth over the forecast period. Furthermore, the new analysis of wound care products for efficient use with affordable cost would help the market to expand more rapidly and drive the growth of the market.

For instance, a study report published in Int Wound journal in August 2021 reported that cost-effectiveness analysis in German patients with moderately to severely oozing leg ulcers who use superabsorbent wound dressings instead of the standard of treatment have a 2.57% higher chance of recovery. Thus, the studies of wound care products help to find the effective management of wound care which helps the patient to get a high chance of recovery from foot ulcers and drives the growth of the market.

Wound Dressing Under Wound Care is Expected to Have a Significant Share in the Market Over the Forecast Period

A wound dressing is a sterile pad or compresses applied to a wound to promote healing and protect the wound from further harm. A dressing is designed to be in direct contact with the wound, as distinguished from a bandage, which is most often used to hold a dressing in place. Many modern dressings are self-adhesive, and these modern dressings help the market to grow rapidly due to their efficiency in wound care management.

For instance, in February 2022, curea medical, a medical technology manufacturer in Germany, published a study comparing the effectiveness of activated carbon wound dressing curea P1 duo active with a silver-containing non-adhesive foam dressing (Alleevyn Ag), which showed superiority in regards to wound area reduction. Thus, these types of comparative studies on wound care dressings are likely to provide efficient products to patients for better recovery and help the market to grow over the study period.

Furthermore, the new acquisitions among the key market players in Germany expand the wound dressing portfolio and help the market to grow. For instance, Evonik acquired German biotech company JeNaCell. The acquisition expands Evonik's biomaterials portfolio to provide biotechnologically derived cellulose. The nature-identical material developed by JeNaCell is used in medical technology and dermatology for the treatment of wounds and burns, as well as in hydroactive skin care. As a result of the aforementioned variables, like new research and acquisitions, the segment studied is anticipated to grow over the forecast period.

Germany Wound Care Management Devices Market Competitor Analysis

The leading manufacturers of the wound care management market are focused on the market expansion of their product portfolios. Germany is a developed nation that is surrounded by other developed countries in Europe. Some of the players include 3M, B. Braun SE, Coloplast Group, Smith & Nephew, Medtronic, Convatec Group PLC, Paul Hartmann AG, Molnlycke Health Care, Integra Lifesciences, and Cardinal Health.

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