

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

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Report description:

The active wound care market is expected to register a CAGR of 4.9% over the forecast period, 2022-2027.

The COVID-19 pandemic has had both a positive and an adverse impact on the active wound care market. Initially, the disruption in the supply chain and lack of sufficient manpower for the transportation of medical products adversely affected the active wound care market across the globe. In addition, export bans were imposed in several countries, limiting the supply of products. Furthermore, a lack of proper alignment among state, federal, local agencies, and healthcare organizations led to a fragmented approach toward ordering and fulfillment. The closure of wound care facilities and the delay or cancellation of elective surgeries also restrained the active wound care market growth. However, the gradual adoption of teleconsultation and virtual care among patients during the pandemic helped to regain the market pace. For instance, as per the article titled "Wound care during the COVID-19 pandemic: improving outcomes through the integration of telemedicine" published in PubMed.gov, in February 2021, during the outbreak, incorporating telemedicine into wound care has helped in maintaining social distance, preserving personal protective equipment and medical resources, and reducing unnecessary exposure for both vulnerable patients and high-risk healthcare professionals. Thus, adopting such a mode of care has helped patients treat and diagnose certain conditions and encouraged them to adopt do-it-yourself wound dressing and homemade substitutes. Therefore, this factor may help the market gain traction in the upcoming years.

The rise in accident cases, burn injuries, and trauma is also anticipated to propel market growth. For instance, per the report published by the American Burn Association in February 2021, more than 400,000 people receive burn injury treatment annually in the United States. In addition, rising cases of pressure ulcers across the globe are also expected to spur the market's growth. According to the data published by the National Pressure Injury Advisory Panel (NPIAP) in 2021, around 2.5 million people are reported every year with pressure ulcers in the United States. Therefore, such factors may drive the market's growth over the

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forecast period.

In addition, new product launches and strategic activities by major players in the market are positively impacting the growth of the studied market. For instance, in February 2020, Integra LifeSciences launched AmnioExcel Plus placental allograft membrane to support soft tissue repair. Likewise, in September 2020, MiMedx launched EpiCord expandable placental allograft. The product is designed to cover up to twice the surface area once expanded, and the product can be used in cases of chronic, larger, and hard-to-heal wounds. Thus, due to the product launches, the studied market is expected to grow significantly over the forecast period. Therefore, owing to the aforementioned factors, the studied market is anticipated to witness growth over the analysis period. However, the high cost of active wound care products and a lack of reimbursements will likely impede the market growth.

Active Wound Care Market Trends

Biomaterials Segment is Expected to Witness Significant Growth Over the Forecast Period

A biomaterial is a synthetic or natural substance that can either be inserted into the body as a part of an implanted medical device or can be used to treat, augment, or replace tissue. The cell proliferative effects and biocompatibility of biomaterials are the major advantages owing to which the use of biomaterials is expected to rise over the forecast period. Synthetic biomaterials display stability in physical properties, but they are complicated to fabricate, whereas natural biomaterials do not display any cell toxicity but display high natural variability.

The several advantages of biomaterials are one of the major factors driving the segment's growth over the forecast period. Biomaterials not only have the properties to heal wounds but also help induce skin regeneration. Metal-based biomaterials are commonly used for wound healing and repair. Biomaterials also help to accelerate the wound repair process. In addition, various research studies on biomaterials across the globe are also anticipated to propel the segment's growth over the forecast period. For instance, in November 2020, UCLA scientists and colleagues at Duke University and other institutions created a wound-healing biomaterial that can help reduce scar formation, promote skin tissue regeneration, and lead to stronger and healthier skin. They also reported that the new hydrogel helps to regenerate immune responses and that these responses are required for the hydrogel to induce tissue regeneration. Therefore, the biomaterial segment is expected to witness significant growth over the forecast period due to the abovementioned factors.

North America is Expected to Dominate the Active Wound Care Market Over the Forecast Period

North America is expected to dominate the market owing to factors such as increasing cases of chronic and acute wounds, advanced treatment options, and the rising number of surgeries after the pandemic in the region. For instance, as per the data published by Stanford Medicine in December 2021, the surgery rates in the United States gained traction immediately post the COVID-19 lockdown ended. Likewise, as per the June 2021 report of the Canadian Institute of Health Information, 63,496 hip replacements and 75,073 knee replacements were performed in the period 2019-2020 in Canada, and there has been an average increase of about 5% in recent years in the number of knees and hip replacement procedures in the country. An increase in surgery rates is anticipated to increase the usage of active wound care products as it is one of the essential treatments after surgical procedures. Hence, such factors are likely to propel the market's growth in North America.

Furthermore, key product launches, high concentration of market players, or manufacturers' presence in the United States are some of the other factors driving the growth of the active wound care market in the country. For instance, in February 2022, Amnio Technology launched two new products, Dual Layer PalinGen X-Membrane and PalinGen Dual-layer Membrane, in the United States. The product is indicated for patients suffering from chronic wounds, complex surgical burns and wounds, and non-healing acute wounds. These continuous product launches in the region are anticipated to drive North America's market growth. Therefore, owing to the aforementioned factors, the growth of the studied market is anticipated in the North American

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region.

Active Wound Care Market Competitor Analysis

The active wound care market is fragmented in nature due to the presence of several companies operating globally as well as regionally and thus, it is moderately competitive. Some of the key companies operating in the market include Smith & Nephew, MiMedx, Tissue Regenix, Organogenesis Inc., Bioventus, Human BioSciences, and Fibroheal, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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