

## **Wound Care in Argentina**

Market Direction | 2023-09-21 | 20 pages | Euromonitor

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### **Report description:**

Retail sales of wound care products saw a fairly static performance in volume terms in 2023, continuing the trend of the previous year. This was in spite of the resumption of pre-pandemic lifestyles, including a return to work, school and outdoor activities, which might have been expected to lead to an increase in the number of minor injuries. Growth was tempered by the difficult economic context, which caused consumers to reduce their spending, especially on items that were not considered to be...

Euromonitor International's Wound Care in Argentina 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 ARGENTINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Static demand, due to the negative impact of economic crisis

Product innovation expands scope to include deeper wounds

Beiersdorf (Argentina) dominates sticking plasters/adhesive bandages

PROSPECTS AND OPPORTUNITIES

Return to normal lifestyles will continue to support wound care sales

Consumer price-sensitivity set to remain high, as high rate of inflation continues to erode purchasing power

Private label sales are expected to continue to grow, especially within gauze, tape and other wound care

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