

Wound Care in Denmark

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

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Report description:

After declining sales during the pandemic due to limited outdoor and physical activity, sticking plasters/adhesive bandages, first-aid kits and gauze, tape and other wound care saw positive volume growth in 2022 and again in 2023 as consumers returned to pre-pandemic levels of outdoor activities that increase the number of small cuts and scrapes. Meanwhile, rising inflation due to the energy crisis stemming from the war in Ukraine is pushing up retail prices and boosting current value growth.

Euromonitor International's Wound Care in Denmark 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 DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current value and volume sales growth in 2023 for wound care

Beiersdorf leads but private label offerings continue to have a solid share of the landscape

Pricing is the main driver of value sales in 2023

PROSPECTS AND OPPORTUNITIES

Moderate growth likely over the forecast period unless significant innovation is seen

Distribution channel landscape will remain stable, but e-commerce will gain ground

Offering added value will be necessary for players to stand out from the crowd

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