

## **Wound Care in Norway**

Market Direction | 2023-09-21 | 24 pages | Euromonitor

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### **Report description:**

2023 saw wound care record positive volume sales growth for the second consecutive year after declining sales were registered at the peak of the COVID-19 pandemic during 2020 and 2021. With the post-pandemic era defined by a return to normal daily routines, Norwegians have been spending far more time in the outdoors, while it has become more common to attend events and commute into the workplace on a daily basis. This has resulted in increases being seen in the incidence of minor ailments such a...

Euromonitor International's Wound Care in Norway 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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Positive growth continues as the return to regular daily routines makes injury more likely

The famous Norwegian love of the great outdoors supports demand for wound care

Orkla Group maintains leadership in wound care via Norgesplaster and Salvequick

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