

Wound Care in Hungary

Market Direction | 2023-10-05 | 23 pages | Euromonitor

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Report description:

As occurred in 2022, wound care is set to post moderate growth in current value sales in 2023 but contract in volume terms. These results are explained by persistently high inflation in Hungary, which has continued to erode spending power among consumers while causing unit prices to increase sharply. With the rapidly rising cost of living straining household budgets, people have become inclined to only buy wound care items if they have an immediate need for them, including by not replenishing su...

Euromonitor International's Wound Care in Hungary 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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High inflation boosts current value growth but depresses volume sales

Sticking plasters/adhesive bandages shows slowest rate of decline in volume terms

Beiersdorf, Orkla Care and Hartmann-Rico remain the overall leaders

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