

Wound Care in Mexico

Market Direction | 2023-10-10 | 24 pages | Euromonitor

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Report description:

Following a weaker retail volume decline in 2022 compared to the previous year as Mexicans fully returned to their daily routines, demand for wound care is once again experiencing a notable drop in 2023. Emerging from the pandemic lockdown meant a resurgence in outdoor and sports activities, potentially leading to injuries. However, 2023 has not brought about a significant increase in activity levels or substantial shifts in consumers' habits. The year started without quarantine measures in plac...

Euromonitor International's Wound Care in Mexico 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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For Mexicans, natural disasters are always looming

Brands play to their strengths to remain relevant, while private label benefits from lower prices

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