

Wound Care in South Africa

Market Direction | 2023-10-20 | 21 pages | Euromonitor

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Report description:

For many consumers wound care items are considered non-essential and appear rarely in monthly grocery shopping baskets. Wound care products are rarely bought in high volumes or even on a regular basis. Consumers who purchase wound care products only do so when engaging in activities where there could be the possibility of a minor accident, blisters or when travelling, for example. Even these consumers tend to wait until wound care products are available at a discount before purchasing wound care...

Euromonitor International's Wound Care in South Africa 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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Euromonitor International
October 2023

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WOUND CARE IN SOUTH AFRICA

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Wound care is considered non-essential in South Africa and only bought when a need arises

Leading brands such as Elastoplast drive category innovation

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