

Wound Care in New Zealand

Market Direction | 2023-10-30 | 22 pages | Euromonitor

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Report description:

Wound care registered an increase in demand in 2023, continuing the trend of the previous year. This was due mainly to the greater number of New Zealanders taking part in sports and other physical activities, which were likely to cause minor injuries, such as bruises, cuts and sprains. During the pandemic, consumers had to switch away from their normal sports and fitness routines, due to social restrictions, and this resulted in fewer people getting injured. With the normalisation of consumer li...

Euromonitor International's Wound Care in New Zealand 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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Demand for wound care products increases, as New Zealanders return to their usual pre-pandemic routines

Wound care suffers from maturity

Channel dynamics remain relatively static amid slow growth of e-commerce

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