

Wound Care in Thailand

Market Direction | 2024-01-25 | 22 pages | Euromonitor

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Report description:

Retail sales of wound care products in Thailand experienced accelerated growth in current value terms in 2023, following the return of consumers to more active lifestyles outside the home. With the resumption of sports and other outdoor activities came a greater risk of experiencing small cuts and grazes. The revival of tourism also had a positive effect on demand for wound care products, as consumers increasing bought products such as bandages and sticking plasters to have on hand in case of in...

Euromonitor International's Wound Care in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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WOUND CARE IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of active lifestyles fuels demand for wound care

Reduced need for stockpiling wound care products, following expansion of pharmacy network

Launch of Tigerplast FLEXIE should help Tigerplast to challenge market leaders

PROSPECTS AND OPPORTUNITIES

Sustained demand for wound care products, thanks to increase in physical activity levels, greater focus on health and hygiene and expansion of pharmacy network

Growing middle class will drive demand for better quality products

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