

Wound Care in Hong Kong, China

Market Direction | 2024-02-07 | 22 pages | Euromonitor

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Report description:

Lifted restrictions in post-pandemic Hong Kong meant increased outdoor and travel activities led to a higher demand for wound care products in 2022, particularly sticking plasters/adhesive bandages for emergency use. With the resurgence of outdoor and travel pursuits, the likelihood of consumers getting injured also rises, resulting in impulse demand for wound care products and driving sales growth.

Euromonitor International's Wound Care in Hong Kong, China 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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