

Wound Care in Brazil

Market Direction | 2024-03-18 | 27 pages | Euromonitor

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Report description:

Wound care is set to maintain stable current value growth in Brazil in 2023, but will continue to decline in volume terms. It was previously a prevalent practice amongst Brazilians to maintain a supply of gauze, sticking plasters/adhesive bandages, and similar items at home for emergency use. However, this practice appears to have waned in recent years, particularly since 2015. This year marked a period of political instability and economic crisis in the Brazilian landscape, featuring a 3.5% dec...

Euromonitor International's Wound Care in Brazil 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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WOUND CARE IN BRAZIL

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Band-Aid continues to lead an evolving category, prioritising sustainability in compositions and formats

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