

**Wound Care Market Research Report Information by Type (Classic Wound Care {Wound Cleanser, Wound Cleansing Sprays, Medical tapes & bandages}, Advanced Wound Care {Advanced Wound Dressings, Infection Management, Therapy Devices, Biologics, Debridement, Skin Prevention}), Application (Chronic Wound {Diabetic Foot Ulcers, Pressure Ulcers, Venous Leg Ulcers, Others}, Acute Wounds {Surgical, Burns, Trauma}), End User (Hospitals, Specialty Clinics / Ambulatory Market, Home Healthcare (OTC)), and by Region (North America, Europe, Asia-Pacific, and Rest Of The World-Forecast to 2032**

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**Market Overview**

In 2023, the wound care market was valued at USD 22.23 billion. The Wound Care Market is expected to increase from USD 23.69 billion in 2024 to USD 41.56 billion by 2032, with a compound annual growth rate (CAGR) of 6.45% over the forecast period

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(2024-2032). The global market is being driven by the increasing prevalence of acute and chronic wounds, a growing elderly population, reimbursements, and product introductions.

The Wound Care Market is seeing significant growth, owing mostly to the increasing prevalence of acute and chronic wounds. This increase in wound-related illnesses can be ascribed to a number of variables that are changing the healthcare environment. Chronic disorders like diabetes, obesity, and cardiovascular disease are becoming increasingly common. These disorders frequently result in the formation of chronic sores, such as diabetic foot ulcers and venous leg ulcers. According to the World Health Organization (WHO), diabetes and renal disease killed an estimated 2 million people in 2019. Furthermore, the increase in surgical treatments, ranging from elective surgeries to life-saving interventions, has prompted a greater emphasis on post-operative wound management. According to data from the International Society of Aesthetic Plastic Surgery (ISAPS), overall body and extremity operations grew by 25.3% in 2022 over the previous year. As the surgical patient population grows, the demand for wound care products and solutions continues to rise. Furthermore, the market for wound treatment may expand rapidly due to an increase in the incidence of automobile accidents around the world.

#### Market Segment insights

The wound care market is divided into three segments: classic wound care, advanced wound care, and skin prevention.

The wound care market is divided into chronic and acute wounds.

The wound care market is divided into three end user segments: hospitals, specialist clinics, and home healthcare.

#### Regional insights

The study divides the market into four regions: North America, Europe, Asia-Pacific, and the rest of the world. North America held the greatest market share of more than 36.60% in 2022, owing to the region's growing patient population with acute or chronic wounds. According to Canada.ca, diabetes affects approximately 3 million Canadians, or 8.9% of the population, and the prevalence has risen at a 3.3% yearly rate after accounting for the ageing population. Furthermore, 6.1% of Canadian people have prediabetes, which increases their risk of acquiring type 2 diabetes.

owing to increasing government interventions. The National Institute of Health estimates that 15-20 million people in Europe have chronic wounds. According to the United Nations Department of Economic and Social Affairs paper titled 'World Population Ageing 2020 Highlights,' there will be 727 million individuals aged 65 and up in the world by 2020. It is projected to more than double by 2050, to roughly 1.5 billion people. Furthermore, the German wound care market had the biggest market share in 2022, while Italy's wound care market was the fastest expanding in Europe.

The Asia-Pacific Wound Care market is expected to develop the quickest throughout the projected period because to the large patient pool suffering from chronic wounds in Asian countries. Furthermore, diabetes rates are on the rise, as is per capita income, and government measures to improve healthcare quality. The expanding elderly population in China, India, and Australia has created a profitable market for wound care. According to the Asian Development Bank's report Impact of Population Aging on Asia's Future Growth, rising life expectancy benefits the region's growing senior population.

#### Major Players

Key players in the wound care market include 3M (US), Braun SE (Germany), Coloplast Group (Denmark), ETS Wound Care, LLC (US), Baxter (US), BD (US), Cardinal Health (US), Convatec Inc. (UK), Johnson & Johnson Services, Inc. (US), and Smith+Nephew (UK).

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