

Wound Care in China

Market Direction | 2024-09-18 | 20 pages | Euromonitor

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Report description:

Wound care is set to maintain slow and stable retail current value growth in China in 2024. The category remains highly concentrated, with Yunnan Baiyao and Band-Aid holding significant value shares. These two brands are expected to lead value sales of sticking plasters/adhesive bandages in China in 2024, together accounting for over 85% of sales. Yunnan Baiyao is a brand which is highly regarded by Chinese consumers, owing to its commitment to integrating traditional Chinese medicine with moder...

Euromonitor International's Wound Care in 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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