

**Wound Care in Hong Kong, China**

Market Direction | 2024-09-18 | 26 pages | Euromonitor

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**Report description:**

Wound care in Hong Kong is witnessing increasing demand for technologically-advanced bandages and adhesive plasters, driven by a growing consumer preference for products that prioritise user convenience and promote faster healing. This shift in consumer sentiment has led to the emergence of innovative offerings, particularly from Japanese brands, in addition to the proliferation of private label solutions offering similar benefits from innovative formulations. Japanese bandage manufacturers, ren...

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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Euromonitor International

September 2024

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