

## **Wound Care in Italy**

Market Direction | 2024-09-18 | 23 pages | Euromonitor

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### **Report description:**

Wound care is set to see retail value sales grow in current terms in Italy in 2024. While first aid kits remains a minor segment, the sticking plasters/adhesive bandages category is still enjoying the boost resulting from the performance of surgical procedures that were postponed during the COVID-19 crisis. In addition, thanks to less inflationary pressure than in the previous two years, price increases appear to be more contained, which has helped to stimulate consumer purchases. In the competi...

Euromonitor International's Wound Care in Italy 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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