

Wound Care in the US

Market Direction | 2024-09-17 | 27 pages | Euromonitor

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Report description:

An improvement was seen in the growth rate for wound care in retail current value terms in the US in 2023 compared with the previous year, and a positive performance is also expected in 2024. In addition to price rises, this is due to the increasing number of people participating in sports, social events, and returning to work outside their homes, which puts them at a higher risk of injuries that require wound care products such as sticking plasters/adhesive bandages.

Euromonitor International's Wound Care in USA 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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Table of Contents:

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List Of Contents And Tables

WOUND CARE IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Maturity continues to limit growth in wound care

Kenvue remains at the forefront of wound care, offering a diverse range of high-quality products

Retail e-commerce emerges as a popular distribution channel for wound care

PROSPECTS AND OPPORTUNITIES

Product innovation, while currently constrained, will be key to drive value growth

Dangerous "forever chemicals" may hinder the growth prospects for wound care

Maturity and declining population to limit volume growth; however, sustainability credentials set to become an important selling point

CATEGORY DATA

Table 1 Sales of Wound Care by Category: Value 2019-2024

Table 2 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Wound Care: % Value 2020-2024

Table 4 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 5 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 6 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN THE US

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2019-2024

Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 14 Distribution of Consumer Health by Format: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format and Category: % Value 2024

Table 16 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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