

## **Wound Care in Malaysia**

Market Direction | 2024-09-23 | 24 pages | Euromonitor

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### **Report description:**

Wound care in Malaysia is expected to continue its positive growth trajectory in current value terms throughout 2024. With people spending more time outdoors and increasingly engaging in sports and recreational activities, the incidence of cuts, grazes, and minor injuries has risen, driving demand for wound care products such as sticking plasters, adhesive bandages, and antiseptics. Additionally, the resurgence of domestic and international travel has heightened the need for first aid kits, furt...

Euromonitor International's Wound Care in Malaysia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wound care maintains steady growth, with sticking plasters/adhesive bandages seeing further diversification

Private label offerings produced by chained pharmacies represent more serious competition to leading brands

Partnership between Alpro Pharmacy and Sugi Holdings give consumers wider access to Japanese wound care products

#### PROSPECTS AND OPPORTUNITIES

Wound care will continue to see healthy growth, supported by manufacturer investment in new application formats

Eye-catching designs, variety of sizes and compact packaging will boost sales

Pharmacy chain network will continue to expand but convenience stores will also gain traction

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