

Wound Care in South Korea

Market Direction | 2024-09-27 | 26 pages | Euromonitor

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Report description:

Wound care in South Korea is expected to maintain stable retail current value growth in 2024, with gauze, tape and other wound care accounting for the highest sales and strongest growth rate. In a mature category such as wound care, consumer purchasing patterns tend to follow historical trends without major changes or events. However, in July 2024, Medifoam launched a campaign featuring sports climbing national champion Kim Ja-in in its advertisement. Rather than using popular K-pop idols, the b...

Euromonitor International's Wound Care in South Korea 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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