

## **Wound Care in Kenya**

Market Direction | 2024-10-10 | 21 pages | Euromonitor

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### **Report description:**

Consumers are gravitating towards more affordable wound care products, especially those in lower-income brackets. Pricing plays a significant role in purchasing decisions, with local brands like Medioplast often popular for their lower price points and wide availability in traditional retail outlets. In contrast, premium imported brands such as Elastoplast are priced significantly higher but are preferred by affluent consumers for their reputation and perceived quality. For instance, Medioplast ga...

Euromonitor International's Wound Care in Kenya 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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