

Wound Care in Taiwan

Market Direction | 2024-10-10 | 23 pages | Euromonitor

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Report description:

Wound care in Taiwan is poised to record only modest growth in current value terms in 2024. Economic uncertainty has led to more cautious consumer spending in discretionary areas, including perceived non-urgent healthcare products. Many consumers are prioritising affordability and opting for value-for-money wound care solutions such as generics or local brands. However, the ageing population is having a positive impact, as older adults are more prone to various kinds of minor injuries.

Euromonitor International's Wound Care in Taiwan 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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