

Wound Care in Tunisia

Market Direction | 2024-10-15 | 18 pages | Euromonitor

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Report description:

Consumption of wound care has been falling since 2023, pushing retail volume sales into decline. There has been a notable lack of new launches, advertising and innovation by domestic players in 2024. Local manufacturers are primarily focusing on private and public hospitals in Tunisia, which generate over 80% of wound care sales. Pharmacies, para-pharmacies, and other distribution channels do not tend to attract local manufacturers.

Euromonitor International's Wound Care in Tunisia 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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