

## **Wound Care in Indonesia**

Market Direction | 2024-10-28 | 20 pages | Euromonitor

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### **Report description:**

Demand for wound care products in Indonesia is set to see consistent growth in 2024, largely driven by the increasing physical activity among various demographic groups, including school communities, sports enthusiasts, and the general public, many of whom are embracing a more active lifestyle post-pandemic. Cities such as Jakarta and its surrounding regions have witnessed a surge in diverse fitness activities like road biking, tennis, yoga, Pilates, and competitive sports like running. Alongsid...

Euromonitor International's Wound Care in Indonesia 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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### **Table of Contents:**

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## List Of Contents And Tables

### WOUND CARE IN INDONESIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Increase in physical activity drives wound care sales

Rising demand amid increase in C-section deliveries

Hansaplast maintains its dominance thanks to two-pronged strategy education and new product innovation

#### PROSPECTS AND OPPORTUNITIES

More sports activities and the rising population will contribute to growth

Hansaplast will retain its dominance, thanks to development of personalised wound care solutions

Physical retail will remain dominant

#### CATEGORY DATA

Table 1 Sales of Wound Care by Category: Value 2019-2024

Table 2 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Wound Care: % Value 2020-2024

Table 4 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 5 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 6 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

### CONSUMER HEALTH IN INDONESIA

#### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 Life Expectancy at Birth 2019-2024

#### MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2019-2024

Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 14 Distribution of Consumer Health by Format: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format and Category: % Value 2024

Table 16 Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

#### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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