

## **Wound Care in Singapore**

Market Direction | 2025-01-10 | 21 pages | Euromonitor

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### **Report description:**

In Singapore, professionals, including expatriates, are increasingly learning to balance their demanding work schedules with regular exercise routines, which has led to a surge in the consumption of wound care products. In 2024, long-distance running, including marathons, gained significant traction among professionals seeking endurance challenges. Additionally, younger consumers showed a heightened interest in events like Hyrox, a global fitness competition that combines running with functional...

Euromonitor International's Wound Care in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, allowing you to identify the sectors driving growth. Forecasts to 2029 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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Growing interest in exercise among Singaporean professionals drives wound care demand

Market is characterised by polarised demands, with private label gaining traction

Wound care products are positioned as convenient add-ons in retail e-commerce

##### PROSPECTS AND OPPORTUNITIES

Wound care will continue to see solid growth, driven by health-conscious lifestyles

Technological advancements will fuel category expansion

Market will remain dominated by basic products

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