

Italy Wound Care Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Italy Wound Care Management Market size is estimated at USD 513.97 million in 2025, and is expected to reach USD 657.85 million by 2030, at a CAGR of 5.06% during the forecast period (2025-2030).

The wound care market in Italy is a vital component of the larger healthcare landscape, propelled by an aging demographic, rising chronic disease rates, and strides in medical technology. The market is highly competitive, with several international and local players operating in Italy. As part of the European Union, Italy adheres to the EU Medical Device Regulation (MDR) that governs the approval and distribution of wound care products.

Further, the implementation of telemedicine in wound management also played an important role in the treatment of wounds, ulcers, and other facets of wound management. For instance, according to a study published in February 2023, through the implementation of telemedicine, patients with diabetes who had foot ulcers were able to receive care at home. Various non-critical situations were managed outside hospitals and clinics by providing patients care and guidance at home by visiting nurses, doctors, and telemedicine. Such initiatives led to a rise in the adoption of telemedicine services for wound management during the pandemic, and the trend continued even after the lockdowns were lifted and the situation stabilized. This is likely to drive the market growth during the forecast period.

Factors such as the increasing incidence of chronic wounds, ulcers, and diabetic ulcers and the rising burden of the geriatric population are fueling the market growth. An increasing geriatric population contributes to disease burdens. According to the Overpopulation Project, with almost a quarter of its population aged 65 years and above, Italy has become one of the countries with the largest elderly population.

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The time it takes for a wound to heal varies greatly for many reasons. Multiple comorbidities and risk factors that increase wound chronicity are common among older adults. Some of these comorbidities include diabetes mellitus, cardiovascular diseases, inadequate nutrition, decreased mobility, and declining cognitive functions. Therefore, the prevalence of wounds among the elderly in Italy is expected to create wound care and management opportunities, driving market growth during the forecast period.

According to the IDF, the number of people with diabetes in Italy in 2021 was 4,470.3 thousand, and this number is expected to reach 4,595.4 thousand in 2045. This anticipated increase in the diabetic population, who are more susceptible to diabetic foot ulcers, may drive the market growth.

Technological advancements in products, scientific research studies, and market players' strategic initiatives are projected to boost market growth. For instance, in October 2021, scientists at the University of Bologna in Italy developed smart bandages equipped with sensors that can record the wounds' status. The smart bandage can read moisture levels, which is transferred to a dedicated application on a smartphone.

Therefore, Italy's wound care management market is expanding with the increase in research and the availability of new technologies and is anticipated to witness growth during the forecast period. However, reimbursement issues for advanced wound care products are expected to restrain the growth of the market.

Scope of the Report

Italian Wound Care Management Market Trends

The Pressure Ulcer Segment is Expected to Witness a Major Share During the Forecast Period

Pressure ulcers are wounds on the skin and underlying tissue primarily caused by persistent pressure on the skin. Although they can affect anyone, they typically afflict those who are bedridden or spend a lot of time in a chair or wheelchair. Also, older adults (70 years and above) and obese people are most likely to get affected by pressure ulcers.

Factors such as the growing geriatric population, the increasing burden of chronic diseases, and serious injuries requiring long-term bed rest are expected to drive the growth of the pressure ulcer segment of the Italian wound care management market during the forecast period.

The growing burden of the geriatric population in the country is expected to contribute to the market segment's growth. For instance, according to the Eurostat database updated in June 2023, nearly 24% of the Italian population in 2023 were 65 years and above. The database also reported that in 2022, 7.6% of the Italian population was aged 80 years and above. Since older adults commonly have lower mobility and spend a lot of time sitting and resting, they are at an increased risk of pressure ulcers. With such a high geriatric population in the country, the target population for pressure ulcer care products is expected to increase, which may contribute to the growth of the segment.

The Wound Care Devices Segment is Expected to Hold the Fastest Growth Rate During the Forecast Period

Wound care devices include therapy devices based on negative pressure therapy, pressure relief devices, compression therapy, and hyperbaric oxygen equipment. Factors such as the growing burden of targeted diseases and increasing research studies in the area of wound care devices are propelling the growth of the market segment during the forecast period.

For instance, an article from Scientific Reports in February 2023 states that the prevalence of diabetes amounts to 6.4% in Italy

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owing to sedentary lifestyles, overweight, and obesity.

The centralized regulatory authority's approval of products also propels the market segment's growth. For instance, in April 2021, Biocomposites received the European CE mark's approval to use STIMULAN in infected bone and soft tissue. The STIMULAN Rapid Cure device and STIMULAN Kit can carry an antibiotic directly into the bone and soft tissues. Thus, owing to the above-mentioned factors, the wound care devices segment is expected to project significant growth during the forecast period.

Italian Wound Care Management Industry Overview

The Italian wound care management market is fragmented due to the presence of many companies operating globally and regionally. The competitive landscape includes analyzing a few international and local companies that hold market shares and are well known. Some key players are 3M, B. Braun SE, Coloplast Group, ConvaTec Inc., Integra LifeSciences, Molnlycke Health Care AB, Medtronic, Smith + Nephew, and Paul Hartmann AG.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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