

## **North America Wound Care Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-06-01 | 85 pages | Mordor Intelligence

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### **Report description:**

North America Wound Care Management Market Analysis

The North America wound care management market is valued at USD 5.53 billion in 2025 and is forecast to reach USD 6.56 billion by 2030, reflecting a 3.5% CAGR. Demand is anchored in the rising prevalence of chronic wounds among an aging population, combined with higher diabetes incidence and obesity rates across the region. Hospitals continue to adopt negative-pressure and hyperbaric oxygen therapies, yet portable systems are quickly expanding indications into home settings, widening patient access. Specialty biologics and smart dressings are gaining momentum as reimbursement clarity improves and clinical evidence strengthens. Competitive strategies revolve around portfolio consolidation, integration of digital wound imaging, and targeted penetration of under-served markets such as Mexico, where advanced solutions are still in the early-stage adoption phase.

North America Wound Care Management Market Trends and Insights

Demographic Shift: Rapid Growth of 65-Plus Population

The North America wound care management market benefits from a steady rise in the 65-plus age cohort, which faces higher chronic wound incidence because of skin fragility, vascular disease, and poly-morbid conditions. Mortality after diabetes-related lower-limb amputation exceeds 70% at five years, underlining the severe burden in older patients. Health systems are revising protocols to emphasize prevention, early intervention, and the use of advanced dressings that shorten healing cycles. Suppliers are adapting portfolios toward easy-to-apply, longer-wear dressings and telemetry-enabled monitoring so that geriatric patients

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can be managed safely at home. Over the long term, this demographic trend sustains baseline demand even as individual product pricing moderates.

#### Diabetes-Linked Foot Ulcers: Rising Prevalence Among Hispanic Populations

Foot ulcer risk now affects up to one-third of people with diabetes, and amputation rates remain disproportionately high in Hispanic and Indigenous communities. In Mexico, diabetes prevalence reaches 18.3%, amplifying the clinical and economic importance of timely ulcer care. Manufacturers are partnering with public health agencies to deliver culturally tailored education and affordable dressings. Evidence-based programs that combine off-loading, infection control, and negative-pressure therapy are scaling within Mexican public clinics, reflecting a strategic push to capture untapped demand while reducing limb-loss rates.

#### High Cost of Advanced Wound-Care Products Limiting Uptake

Premium pricing curtails expansion of biologic dressings and device-based therapies, especially in budget-constrained facilities and in Mexico, where advanced products have penetrated only 25-30% of eligible cases. Lower resource hospitals often default to traditional gauze, extending healing times and total care costs. To ease budget impact, suppliers are introducing smaller pack sizes and value-based contracting tied to documented healing outcomes, while payers evaluate bundled payments encouraging cost-effective modality selection.

Other drivers and restraints analyzed in the detailed report include:

Escalating Burden of Diabetes and Obesity / Medicare Reimbursement Updates: Policy Shifts Favor Advanced Therapies / Regulatory Complexity Delays Market Access /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Therapy devices accounted for 32% of the North America wound care management market in 2024, anchored by widespread use of negative-pressure systems that draw strong clinical endorsement and robust reimbursement. Innovations such as single-use portable NPWT devices extend wear time to seven days and permit early discharge, directly supporting the migration of chronic wound care into community settings. Traditional dressings remain common for lower-severity wounds, sustaining material volume even as per-unit prices fall.

Active & biologic therapies post the fastest 4.1% CAGR through 2030, propelled by 3-D bioprinted skin substitutes that improve graft integration and reduce infection. Under CMS's upcoming coverage limits, products backed by high-quality evidence will capture a larger slice of the North America wound care management market. Suppliers are bundling biologics with intelligent sensors that track moisture and pH, enabling clinicians to adjust treatment without dressing removal, a feature that supports premium pricing.

Chronic wounds held 62% of revenue in 2024, confirming their central role in the North America wound care management market. Diabetic foot ulcers expand the fastest at 4.5% CAGR, influenced by growing diabetes prevalence and vascular comorbidities. Prevention programs emphasize off-loading and tight glycemic control, yet ulcer recurrence remains high, sustaining demand for biologic matrices that stimulate granulation tissue.

Acute wounds-surgical incisions, burns, and trauma-maintain steady contribution as surgical procedure volumes rebound post-pandemic. Studies integrating NPWT with silver nanoparticle dressings report stronger skin-graft adherence and reduced

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systemic inflammation. Such evidence encourages multi-modal kits that command premium margins in the North America wound care management market.

The Report Covers Wound Care Companies in North America, and the Market is Segmented by Product (Advanced Wound Dressings, Traditional Wound Care, and More), Wound Type (Chronic Wounds, and Acute Wounds), End User (Hospital & Clinics, Ambulatory Surgical Centers, and More), Mode of Purchase (Prescription-Based, and Over-The-Counter), and Country. The Market Provides the Value (in USD Million) for the Above-Mentioned Segments.

List of Companies Covered in this Report:

3M (incl. Acelity/KCI) / Smiths Group / Johnson & Johnson / Molnlycke Health Care / Convatec / Coloplast / Medtronic / Baxter / Beckton Dickinson / Cardinal Health / Integra LifeSciences / Hollister / Medline Industries / Organogenesis / MiMedx Group Inc. / Derma Sciences (An Integra Brand) / Urgo Medical / Advancis Medical / B. Braun / Axio Biosolutions / Essity (Leukoplast) / Triad Life Sciences /

Additional Benefits:

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

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