

Wound Care Market worth \$33.12 billion by 2030, growing at a CAGR of 5.34% - Exclusive Report by 360iResearch

The Global Wound Care Market to grow from USD 21.83 billion in 2022 to USD 33.12 billion by 2030, at a CAGR of 5.34%.

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EINPresswire.com/ -- The "[Wound Care Market](#) by Product (Advanced Wound Dressing, Surgical Wound Care, Traditional Wound Care Products), Devices (Electric Stimulation Devices, Hyperbaric Oxygen Equipment, Negative Pressure Wound Therapy Systems), Offering Type, Application, End User - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.



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Wound care comprises a wide range of products, services, and technologies that facilitate the management and healing of various types of acute wounds, such as surgical incisions, lacerations, burns, and abrasions, and chronic wounds, including diabetic ulcers, pressure ulcers, venous ulcers, and arterial ulcers. The rising aging global population with higher cases of chronic conditions, including diabetes and obesity, leads to an increased prevalence of non-healing wounds, raising the need for effective wound care solutions. Increasing awareness among healthcare providers regarding effective wound management practices has reduced complications and improved patient outcomes. However, high costs associated with advanced

wound care products and therapies may adversely impede their adoption by medical professionals and patients. Moreover, improvements in medical technology focusing on rapid healing solutions and the emergence of stem cell therapy in chronic wound healing are expected to proliferate the adoption of wound care solutions.

Application: Proliferating utilization of wound care solutions in acute wounds

Acute wounds are injuries that have a sudden onset and typically follow a predictable healing process. These wounds include surgical incisions, burns, lacerations, puncture wounds, and traumatic injuries. The primary goal of wound care management for acute wounds is to promote rapid and efficient healing while minimizing the risk of infection. Need-based preferences for treating acute wounds involve timely intervention with appropriate wound care products such as dressings, cleansers, and wound closure devices. Burn wounds are an injury that predominantly affects the underlying tissues and skin, caused by exposure to various heat sources, such as fire, boiling liquids, hot surfaces, steam, or other radiating agents such as ultraviolet light. Surgical wounds are incisions created intentionally during surgical procedures to access specific anatomical locations or structures within the body. Wound care solutions used in burn surgical and traumatic wounds aim to optimize the healing process, minimize complications, and improve patient outcomes. Chronic wounds are non-healing or slow-healing injuries that do not progress through the normal stages of wound repair due to underlying disease conditions or poor blood circulation. Need-based preferences for chronic wound care involve addressing underlying causes and maintaining a moist wound environment. Pressure ulcers result from prolonged pressure on a specific skin area, typically over bony prominences, leading to tissue ischemia and necrosis. Venous leg ulcers (VLUs) are chronic wounds caused by venous insufficiency, resulting in an impaired blood return from the lower limbs, leading to increased hydrostatic pressure and subsequent tissue damage. Diabetic foot ulcers (DFUs) are a frequent complication of diabetes mellitus and a result of a combination of factors such as peripheral neuropathy, peripheral arterial disease, and foot deformity.

Offering Type: Prescribed wound care options cater to complex medical conditions with tailored clinical interventions

Non-prescribed or over-the-counter (OTC) wound care products are readily available for consumers without the prescription of a doctor. These products cater to minor injuries such as cuts, scrapes, and burns, typically requiring minimal medical intervention. OTC wound care options include adhesive bandages, gauze, antiseptic creams, ointments, and hydrogel dressings. The need for OTC wound care products is driven by ease of access, cost-effectiveness, and self-treatment preferences among consumers. Prescribed wound care products are intended for severe or chronic wounds that require treatment under the supervision of a healthcare professional. Prescription-based wound care solutions encompass advanced alginate dressings, foam dressings, hydrocolloid dressings, topical antimicrobial agents, negative pressure wound therapy devices, and biologic skin substitutes. The need for prescribed wound care products arises from complex medical conditions requiring specialized treatment plans tailored to individual patients' needs.

Product: Significant penetration of advanced wound dressings to promote adequate wound healing

Advanced wound dressings are innovative solutions designed to accelerate the healing process and reduce complications associated with chronic and acute wounds. These dressings consist of various materials, such as alginates, hydrocolloids, foams, hydrogels, and films. The need-based preference for advanced wound dressings stems from their ability to maintain a moist environment, control infection, alleviate pain, and promote autolytic debridement. Surgical wound care products are specifically formulated to address post-operative wound management needs. These products include sutures and staples for closure, adhesive strips for approximation of incisions or lacerations, tissue adhesives for sealing wounds without stitches or staples, surgical tapes for securing dressings or devices in place, antimicrobial agents to prevent infections, and hemostatic agents to control bleeding during procedures. These wound care products are preferred due to their ability to minimize complications such as infection while supporting efficient healing processes. Traditional wound care products encompass basic dressings and solutions used to treat minor injuries or support the healing of more severe wounds. These products include gauze dressings, adhesive bandages, cotton wool rolls, elastic bandages, non-adherent pads, wound cleansers, and antiseptics. Traditional wound care products are used due to their affordability and familiarity among healthcare providers and patients. These products are widely used across various healthcare settings for initial wound management before transitioning to advanced wound care options when necessary. Advanced wound dressings offer superior benefits for chronic or complex wounds; surgical wound care products focus on optimizing post-operative outcomes; and traditional wound care products provide affordable and accessible solutions for essential wound management.

End User: Specialty clinics having a specialized focus on complex wound care

Home healthcare is a rapidly growing sector in the wound care market due to an increasing geriatric population, a rise in chronic illnesses, and the need for cost-effective treatment alternatives. Patients prefer home healthcare as it allows them to receive personalized and convenient care in their own homes. Hospitals are a significant end-user segment of the wound care market due to the high volume of surgeries and emergency cases requiring professional medical intervention. Wound care products are essential for hospitals to ensure proper infection control and accelerated healing. Specialty clinics such as outpatient surgery and wound management centers have emerged as significant end-users of modern wound care products such as antimicrobial dressings and negative pressure wound therapy (NPWT) systems due to their specialized focus on complex wounds requiring frequent treatment interventions. Trauma centers play a critical role in the wound care market as they treat severe injuries resulting from accidents, violence, or natural disasters. These facilities require advanced hemostatic agents and surgical dressings for effective bleeding control and wound management.

Devices: High adoption of negative pressure wound therapy systems

Electric stimulation devices promote wound healing by applying electrical currents directly to the affected area. These devices are primarily utilized for patients with chronic wounds or those experiencing slow or non-healing wounds due to underlying medical conditions. Hyperbaric

oxygen equipment delivers pure oxygen to patients at high-pressure levels within sealed chambers, enhancing tissue repair and reducing inflammation. This treatment is ideal for individuals with non-healing or infected wounds stemming from diabetes, radiation injuries, or other vascular diseases. Pressure relief devices are designed to redistribute body weight evenly across pressure points on vulnerable areas such as heels and sacrum while lying down or sitting for extended periods. These devices are used for preventing and managing pressure ulcers in patients with limited mobility or those undergoing long-term care. Negative pressure wound therapy systems (NPWT) promote healing by creating a vacuum-sealed environment around the wound to remove exudate and stimulate granulation tissue formation. This method is particularly effective for treating complex, deep, or infected wounds. Oxygen therapy equipment delivers supplemental oxygen to patients with compromised blood gas levels due to chronic respiratory conditions or acute illnesses. Combining oxygen therapy with hyperbaric oxygen equipment can accelerate healing rates for individuals suffering from non-healing wounds.

Regional Insights:

The wound care market is evolving in the Americas owing to increasing technological advancements, rising awareness regarding innovative treatments, and a growing geriatric population susceptible to chronic wounds. Additionally, rising incidences of diabetes and obesity contribute to the need for effective wound care solutions in the region. The European Union (EU) presents a substantial market for wound care products within the EMEA region fueled by investments in research and development to develop innovative medical devices and treatments related to wound management. Furthermore, an expanding diabetic population across Europe creates a need for improved treatment options to address this challenge. Furthermore, in the Middle East and Africa, rising healthcare expenditure by governments in countries and the need for effective wound healing solutions coupled with a rise in medical tourism are resulting in the adoption of advanced wound care products by medical professionals in the region. Increasing healthcare expenditure capabilities, improving healthcare infrastructure, and accessibility of medical solutions, including wound care treatment, are encouraging the growth of the wound care market in the APAC region. Additionally, novel biomaterials with enhanced mechanical properties are expected to improve the efficacy of wound healing and increase the use of wound care products and solutions by medical professionals globally.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Wound Care Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Wound

Care Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Wound Care Market, highlighting leading vendors and their innovative profiles. These include 3M Company, Advanced Medical Solutions Group PLC, Advancis Medical, Argentum Medical, LLC, AVERY DENNISON CORPORATION, Axio Biosolutions Pvt. Ltd., Azelis Group, B. Braun SE, Baxter International Inc., Bayer AG, Becton, Dickinson and Company, Cardinal Health, Inc., Coloplast A/S, Convatec Limited, Cypress Medical Products LLC, Essity AB, Gentell, Globus Medical, Inc., H&H Medical Corporation by Safeguard Medical Holdco, LLC, Healthium Medtech Limited, Hollister Incorporated, Integra LifeSciences Corporation, Invacare Corporation, JeNaCell by Evonik Industries AG, Johnson & Johnson Services, Inc., Lohmann & Rauscher GmbH & Co. KG, Medela AG, Medline Industries, LP, Medtronic PLC, Mölnlycke Health Care AB, Novo Nordisk A/S, PAUL HARTMANN AG, Smith & Nephew PLC, Stryker Corporation, Talley Group Ltd., Welcare Industries S.p.A, Winner Medical Co., Ltd., WoundEL Health Care, and Zimmer Biomet.

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Market Segmentation & Coverage:

This research report categorizes the Wound Care Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Product, market is studied across Advanced Wound Dressing, Surgical Wound Care, and Traditional Wound Care Products. The Advanced Wound Dressing is further studied across Alginate Dressings, Collagen Dressings, Film Dressings, Foam Dressings, Hydrocolloid Dressings, and Hydrogel Dressings. The Surgical Wound Care is further studied across Anti-Infective Dressing, Sutures & Staples, and Tissue Adhesive & Sealants. The Traditional Wound Care Products is further studied across Bandages, Cleansing Agents, Cotton, Gauzes, Medical Tapes, and Sponges. The Advanced Wound Dressing commanded largest market share of 38.09% in 2022, followed by Traditional Wound Care Products.

Based on Devices, market is studied across Electric Stimulation Devices, Hyperbaric Oxygen Equipment, Negative Pressure Wound Therapy Systems, Oxygen & Hyperbaric Oxygen Equipment, and Pressure Relief Devices. The Electric Stimulation Devices commanded largest market share of 30.68% in 2022, followed by Oxygen & Hyperbaric Oxygen Equipment.

Based on Offering Type, market is studied across Non-prescribed (OTC) and Prescribed. The Prescribed commanded largest market share of 57.81% in 2022, followed by Non-prescribed (OTC).

Based on Application, market is studied across Acute Wounds and Chronic Wounds. The Acute Wounds is further studied across Burn Wounds and Surgical & Traumatic Wounds. The Chronic Wounds is further studied across Diabetic Foot Ulcers, Pressure Ulcers, and Venous Leg Ulcers. The Chronic Wounds commanded largest market share of 74.12% in 2022, followed by Acute Wounds.

Based on End User, market is studied across Home Healthcare, Hospitals, Specialty Clinics, and Trauma Centers. The Hospitals commanded largest market share of 39.95% in 2022, followed by Specialty Clinics.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Americas commanded largest market share of 38.52% in 2022, followed by Europe, Middle East & Africa.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Wound Care Market, by Product
7. Wound Care Market, by Devices
8. Wound Care Market, by Offering Type
9. Wound Care Market, by Application
10. Wound Care Market, by End User
11. Americas Wound Care Market
12. Asia-Pacific Wound Care Market
13. Europe, Middle East & Africa Wound Care Market
14. Competitive Landscape
15. Competitive Portfolio
16. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Wound Care Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Wound Care Market?
3. What is the competitive strategic window for opportunities in the Wound Care Market?
4. What are the technology trends and regulatory frameworks in the Wound Care Market?
5. What is the market share of the leading vendors in the Wound Care Market?
6. What modes and strategic moves are considered suitable for entering the Wound Care Market?

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