



Wound Care in Singapore

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

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 Singapore - Industry Overview

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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