

Wound Care in Austria

November 2024

Table of Contents

Wound Care in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume sales decline as consumers let smaller injuries heal naturally Steady sales of first aid kits as driven by the Austrian Motor Vehicles Act Lohmann & Rauscher retains its lead, offering a wide range of goods

PROSPECTS AND OPPORTUNITIES

Wound care sales remain stable as an uplift in sales is not expected Growth is limited as innovation is expected to be low Beauty and personal care retailers offer consumers convenience

CATEGORY DATA

Table 1 - Sales of Wound Care by Category: Value 2019-2024Table 2 - Sales of Wound Care by Category: % Value Growth 2019-2024Table 3 - NBO Company Shares of Wound Care: % Value 2020-2024Table 4 - LBN Brand Shares of Wound Care: % Value 2021-2024Table 5 - Forecast Sales of Wound Care by Category: Value 2024-2029Table 6 - Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

Consumer Health in Austria - 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 Summary 1 - OTC: Switches 2023-2024

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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