

Market Assessment of Advance Woundcare Products in India

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Overview

- This research study was chosen to perform to Understand the Advance Woundcare Products Market in India. How it is growing and what is its future potential.
- Both primary and secondary data are being used in this research.
- A survey was conducted on 63 industry experts from Jaipur.
- The main objective of the secondary data was to understand the perception of industry experts on the Advance Woundcare Products market and their behavior towards Advance Woundcare Products.

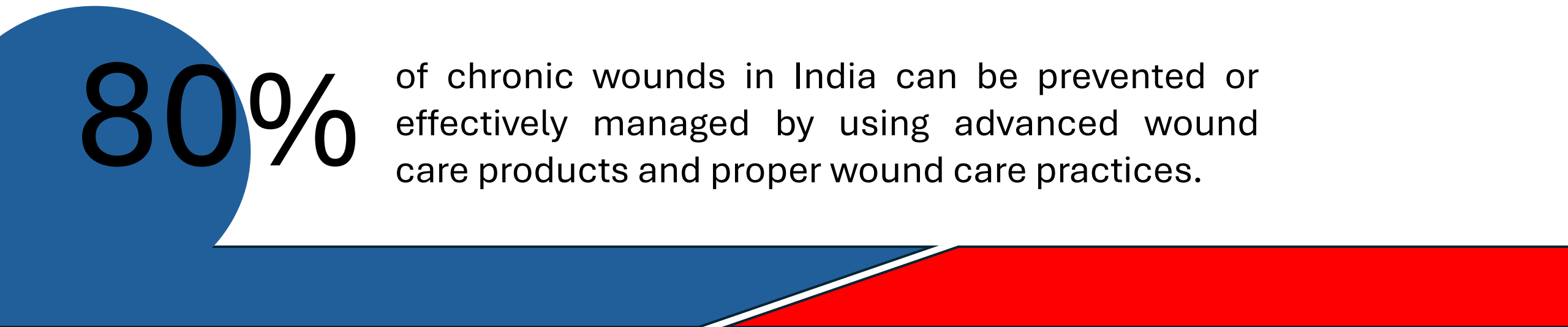
Did you know?

Chronic wounds affect millions of patients in India annually.

Approximately 15% of diabetic patients in India develop diabetic foot ulcers.

Each year, around 1 million people in India suffer from burns.

Advanced wound care products like hydrogels, foam, and Silk based dressings can reduce healing time by up to 50%.



80%

of chronic wounds in India can be prevented or effectively managed by using advanced wound care products and proper wound care practices.

About us



Fibroheal Woundcare Pvt. Ltd. utilizes silk proteins for innovative wound healing, supported by government recognition and awards, aiming to provide accessible, affordable solutions through their state-of-the-art facility.

Our Vision is to be the most innovative biotech Indian company that delivers clinical excellence, superior patient outcomes and value-based partnerships.

Our Mission is to provide value-added advance and active wound care products and services derived from silk proteins; while at the same time, remaining humble and responsible towards society and ensuring that every aspect of our business is conducted with integrity and excellence. Our ambition is to develop products & services that enhance quality of life of the people. We are constantly striving to provide superior wound care solutions with optimal balance between efficacy, accessibility, tolerance and cost-effectiveness.



Introduction

Wound Care

Wound care is a critical aspect of healthcare, focusing on patients with acute and chronic wounds like surgical wounds, traumatic injuries, burns, diabetic foot ulcers, pressure ulcers as well as other skin damages.

Advance Wound Care Products

Advanced wound care products include hydrocolloids, hydrogels, alginates, foam, and Silk protein-based dressings. These products create an optimal healing environment by maintaining moisture, reducing infection risk, and promoting faster healing. They are particularly effective for chronic and complex wounds like diabetic foot ulcers, pressure ulcers, and surgical wounds.

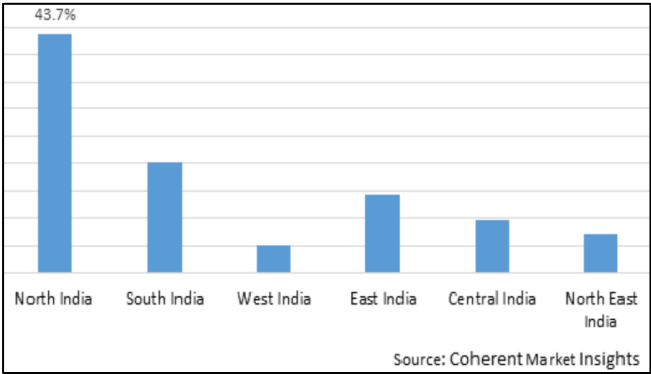
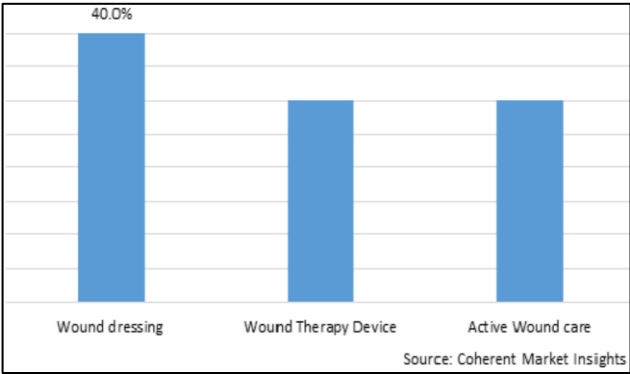
Market Growth & Valuation

Global

By 2022, the global advanced wound care market was estimated to be **\$11.2 billion** and is predicted to reach **\$17.7 billion** by 2027 with a CAGR of **9.4%**.

India

Indian Advanced Wound Care Management Market is expected to be valued at **\$ 263.0 million** in 2023, growing at a CAGR of **5.1%** from 2023 to 2030.



India Advanced Wound Care Management Market Report Coverage

Report Coverage	Details	
Base Year:	2022	Market Size in 2023: US\$ 263.0 Mn
Historical Data for:	2018 to 2021	Forecast Period: 2023 to 2030
Forecast Period 2023 to 2030 CAGR:	5.1%	2030 Value Projection: US\$ 373.4 Mn
Segments covered:	- By Product Type: Wound Dressing, Wound Therapy Device, Active Wound Care - By Wound Type: Surgical Wounds, Ulcers, Traumatic Wound, Burns, Others - By End Users: Hospitals, clinics, Ambulatory surgical centers, Home Care Settings ,Others	
Companies covered:	Smith and Nephew Plc, Coloplast A/S, Johnson and Johnson, 3M, Convatec Group Plc, Cologenesis Healthcare Pvt Ltd, Mil laboratories Pvt Ltd, Essity AB, Eucare Pharmaceuticals Ltd.	
Growth Drivers:	Development in launched products	
Restraints & Challenges:	Complications associated with wound care	

Research Objective

The primary objective of this methodology is to conduct a comprehensive market assessment of advance wound care products in India. This involves analyzing the market size, growth trends, key players, product segmentation, pricing strategies, and distribution channels. The dissertation also aims to understand the adoption patterns among healthcare providers and patients, identify challenges and opportunities in the market, and provide strategic recommendations for stakeholders.

Research Methodology

Material and Methods:

Study Design: The study employs an Exploratory with Descriptive study design to assess the market.

Setting: This study will involve primary research aimed at gathering data from surveys, legal documents, regulatory documents, and existing reports.

Study Population: Individuals working in healthcare-related domains.

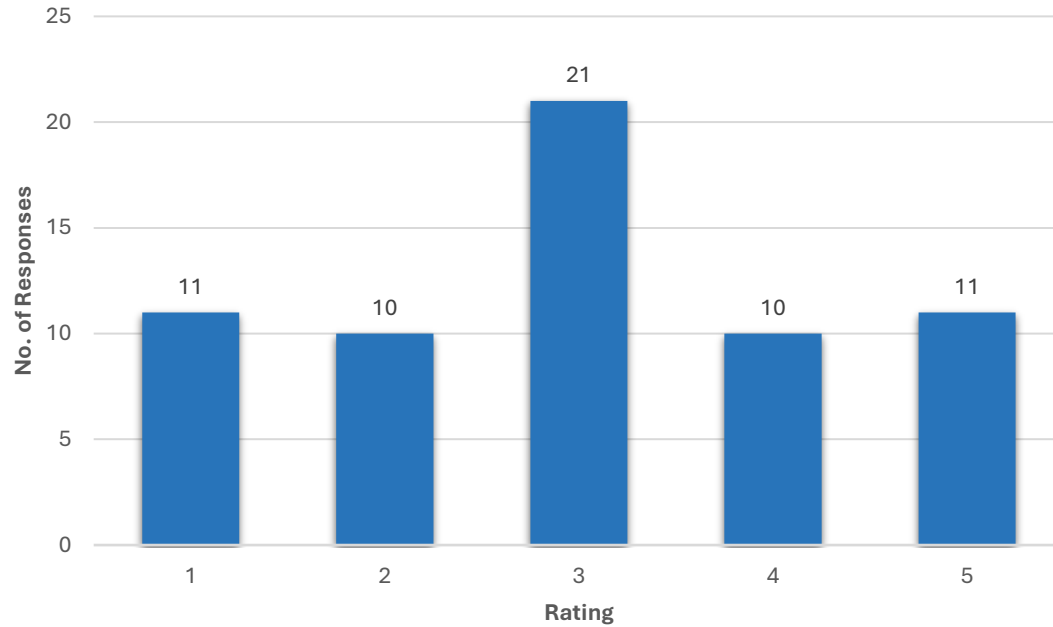
Sampling Technique: Non-Probability Convenient Sampling

Sample Source: Primary and Secondary research sources

Result & Discussion

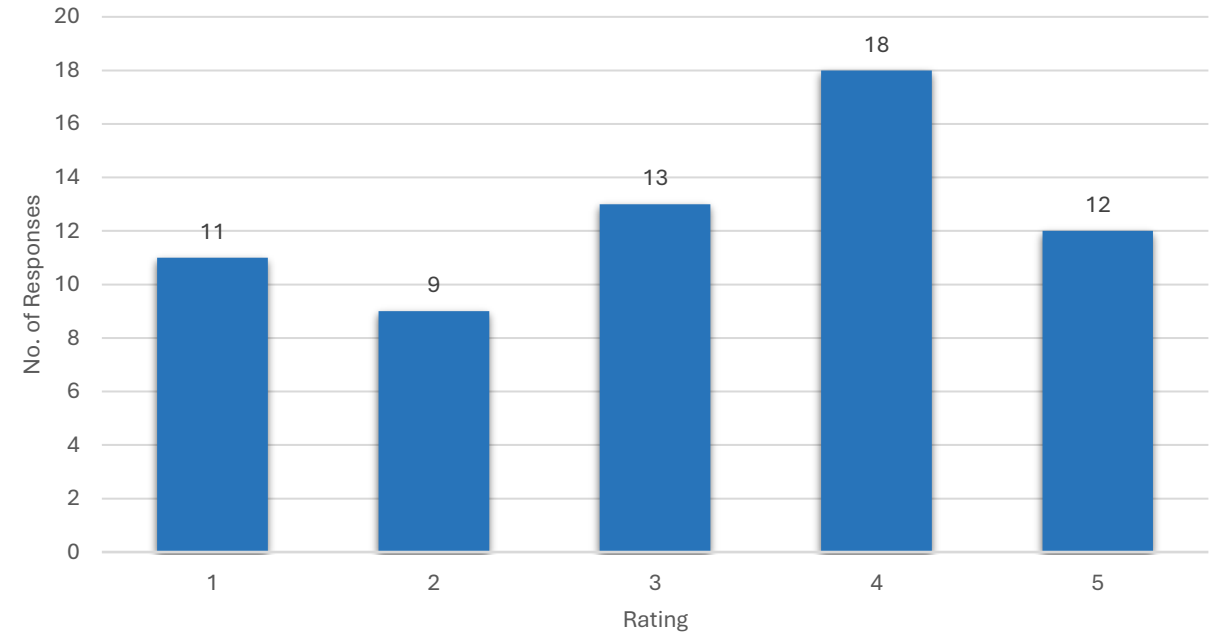
On a scale 1 to 5 (1 low and 5 High), How often do you prefer advance wound care products in daily life?

63 Responses



How much do you prefer advance wound care products over conventional dressings for woundcare?

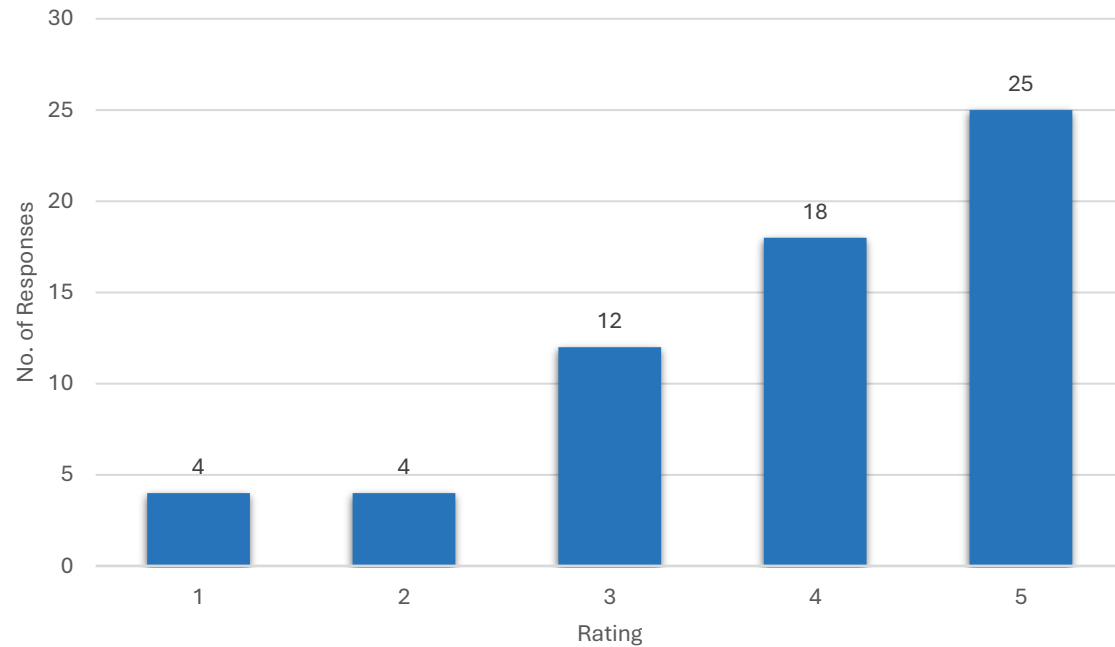
63 Responses



Result & Discussion

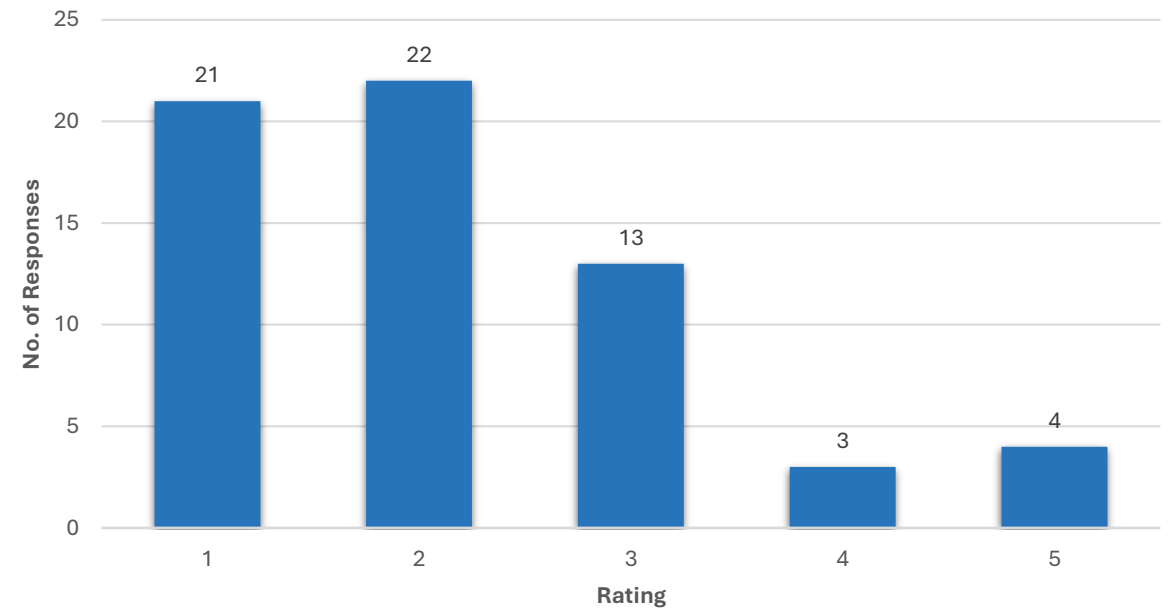
At what extent do you think the advance woundcare products are helpful in wound healing?

63 Responses

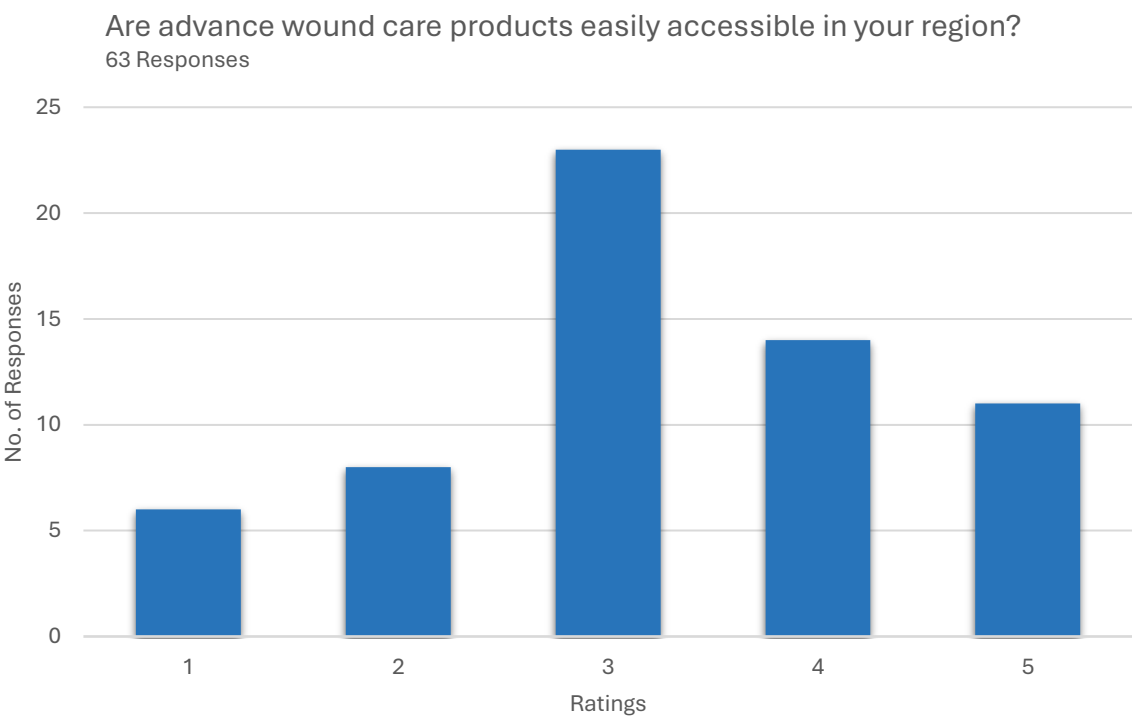
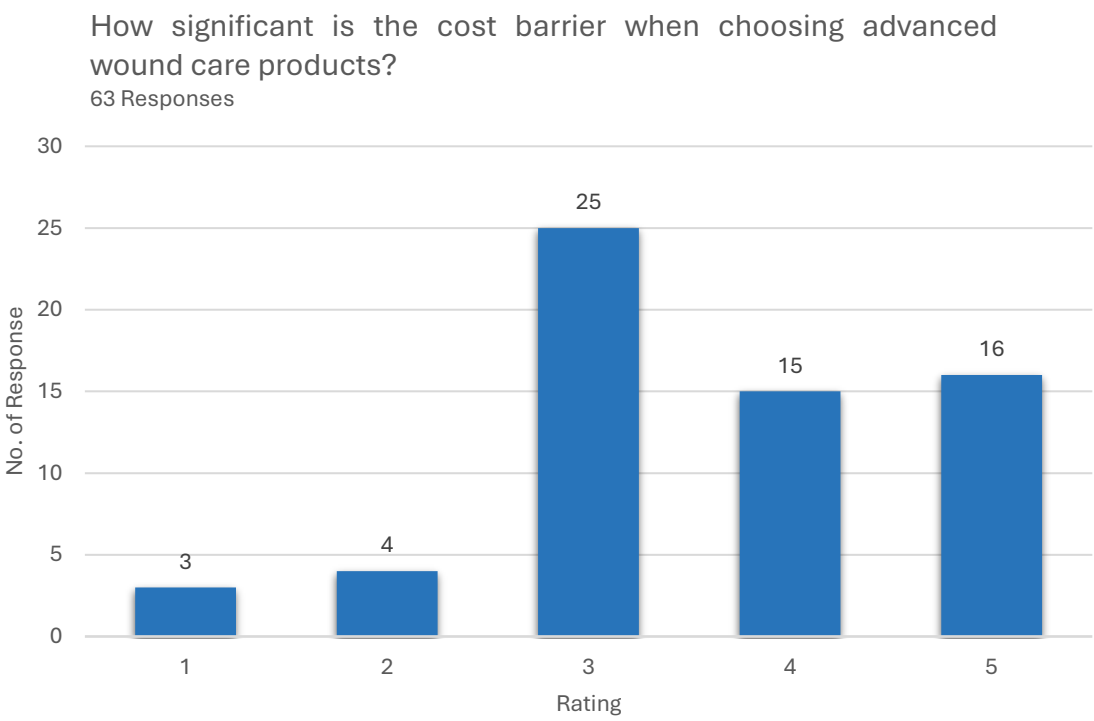


How familiar are you with advanced wound care products (e.g., hydrocolloids, alginates, foam dressings, hydrogels, film dressings, Silk protein based dressings)?

63 Responses



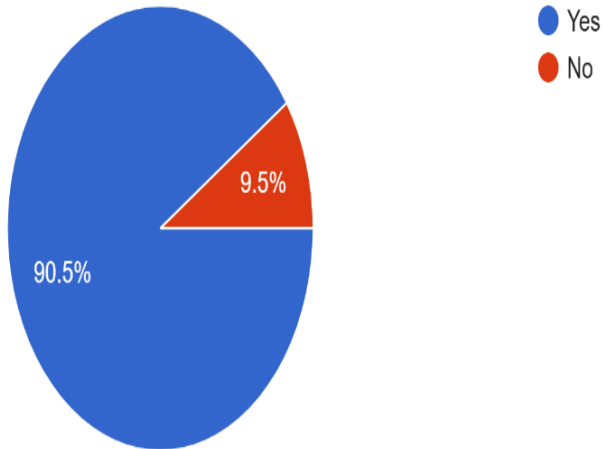
Result & Discussion



Result & Discussion

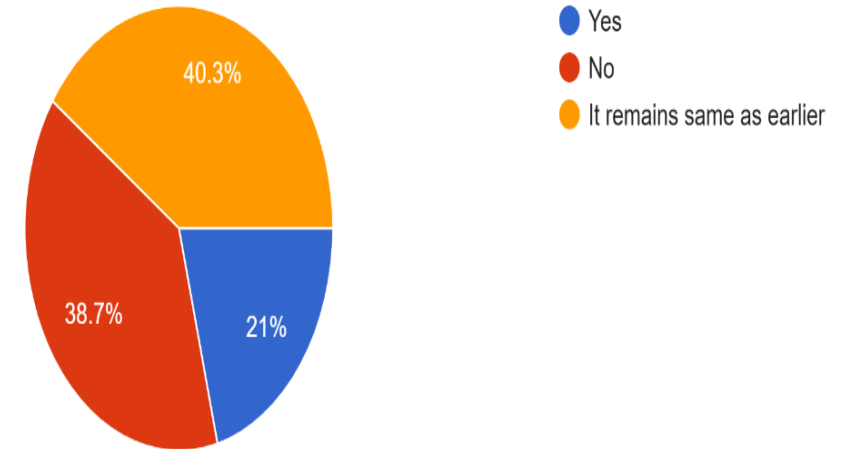
Do you think that advance woundcare products reduces the burden of healthcare workers?

63 responses



Has there any problem in the availability of advance woundcare products, post covid-19?

62 responses



Conclusion

Through the years, the diagnosis and treatment of patients with chronic and acute wounds have continuously improved thanks to the use of technology. Advanced wound care (AWC) products like hydrocolloids, hydrogels, and foam dressings maintain optimal healing conditions, proven effective by 68% of respondents. Despite their benefits, cost and accessibility remain significant challenges, particularly in rural areas. However, with growing government and private sector support, addressing these barriers presents substantial opportunities for expanding AWC's impact across India. Continued innovation and strategic initiatives will be pivotal in advancing both treatment efficacy and accessibility, ultimately improving overall healthcare outcomes.

Recommendations and Suggestions

- Describe the medical and paramedical staff's training.
The government as well as the company personels has to update the medical and paramedical staff's for the training because lack of training on new technologies and medical equipments leads to severe adverse effects.
- Permit the Medical Technology Advisory Board (MTAB) to identify the technique and priority advance woundcare products that are required due to the prevalence of illnesses.
In terms of healthcare spending as a proportion of GDP, India behind other industrialised nations.
- The current policy is being followed in its enforcement is below satisfactory level so it should also be noted.

Limitation of Study

- There is a chance that the replies provided by the respondents may be biased.
- The analysis uses actual data, not projections.
- There was a limited amount of time which affected the accuracy.
- Only 10 doctors and 50 industry experts were involved in the study.
- The study was conducted in Jaipur only.

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