

MARKET ASSESSMENT OF NPWT MEDICAL DEVICES IN INDIA



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Introduction to NPWT

- NPWT is an advanced wound care technique that uses negative pressure to enhance wound healing by reducing edema, promoting blood flow, and removing exudate.
- NPWT is particularly beneficial for chronic wounds (like diabetic foot ulcers, pressure ulcers) and acute wounds (such as post-surgical wounds) where conventional methods may be inadequate.
- The global NPWT market has been growing due to increasing prevalence of chronic diseases, aging population, and technological advancements in healthcare

Organisation Overview



- First Medical device company from India to enter the segment of NPWT and to introduce a standardised and effective way of NPWT in India.
- Two manufacturing unit & four regional office in India.
- Triage is currently exporting to more than 26 countries, and the most recent office has been opened in Abu-Dhabi.
- Triage is among the top 10 global companies in India, internationally having license of US FDA, CE certificates and many more.
- Currently we are active in 6000+ hospitals in India.
- With 250+ employees including the clinician, leading the NPWT segment India.

Research questions

1. How much will the Indian NPWT market expand over the next five to ten years? What are the main causes of this expansion?
2. How much less expensive is NPWT in the Indian healthcare system as compared to conventional wound care techniques?

Objective

- Calculate the anticipated growth rate for the next five and ten years in the Indian NPWT market.
- Determine and evaluate the main elements propelling the NPWT market's growth in India.
- Examine the price range of conventional Indian wound treatment techniques.

Methodology

- Study Design: Descriptive study design will be used for this investigation, integrating quantitative and qualitative techniques.
- Quantitative data: Used to evaluate the Indian NPWT market's size and growth rate.
Qualitative data: Applied to comprehend the main forces behind market grow.

DURATION OF STUDY: The study was completed in 3 Month (April-June 2024).

SAMPLING SIZE: 250

SAMPLING TECHNIQUE: Non –Probabilistic purposive sampling

STRUCTURED TOOL : Data was collected with the help of face-to-face interview, and questionnaire .

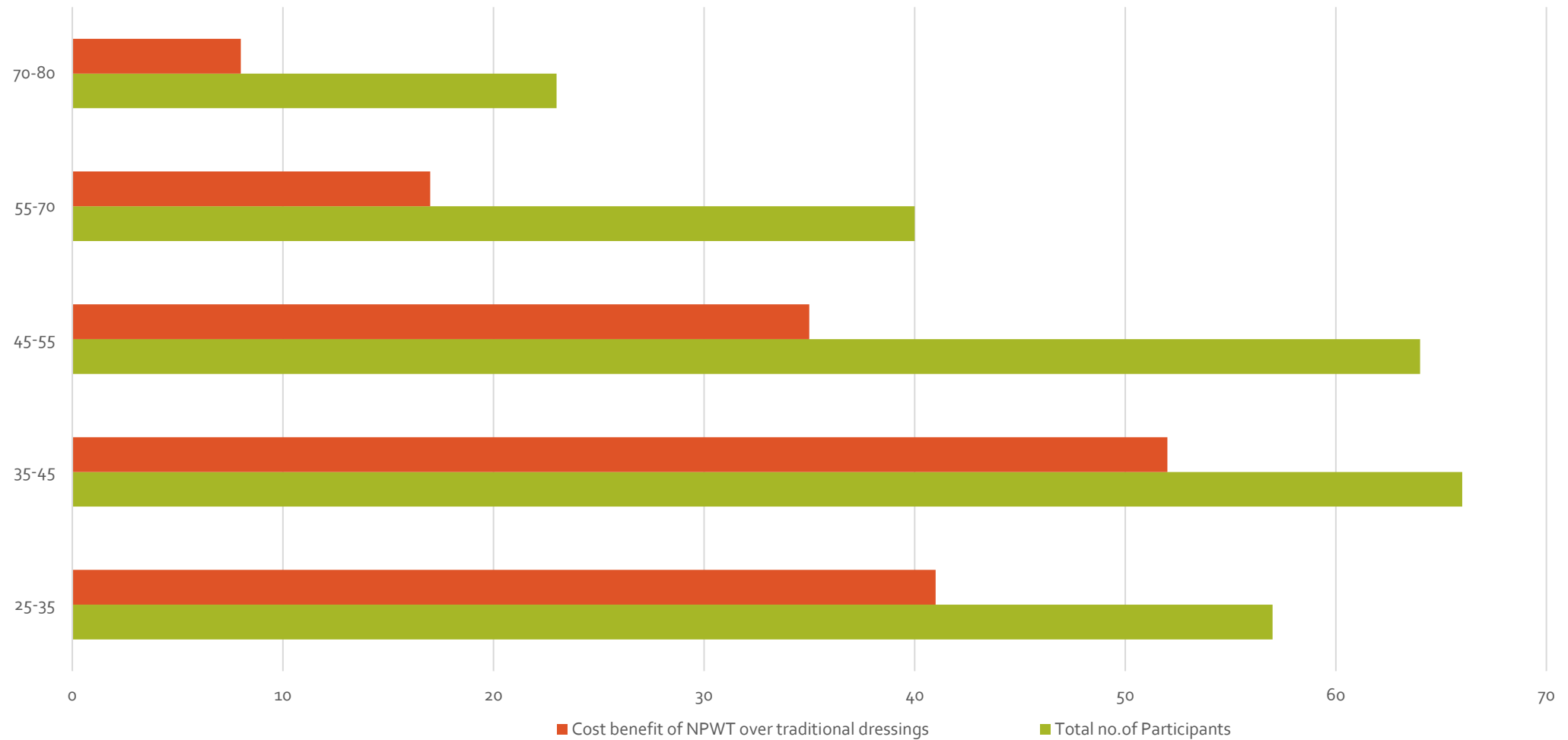
PRIMARY DATA: Primary data was collected with the help of a questionnaire and face-to-face interview.

SECONDARY DATA: Secondary data was collected from the research papers.

Data Analysis

- Cost benefits of NPWT over traditional dressings

AGE	TOTAL NO OF PARTICIPANTS	Cost Benefit of NPWT over traditional dressings
25-35	57	41
35-45	66	52
45-55	64	35
55-70	40	17
70-80	23	8

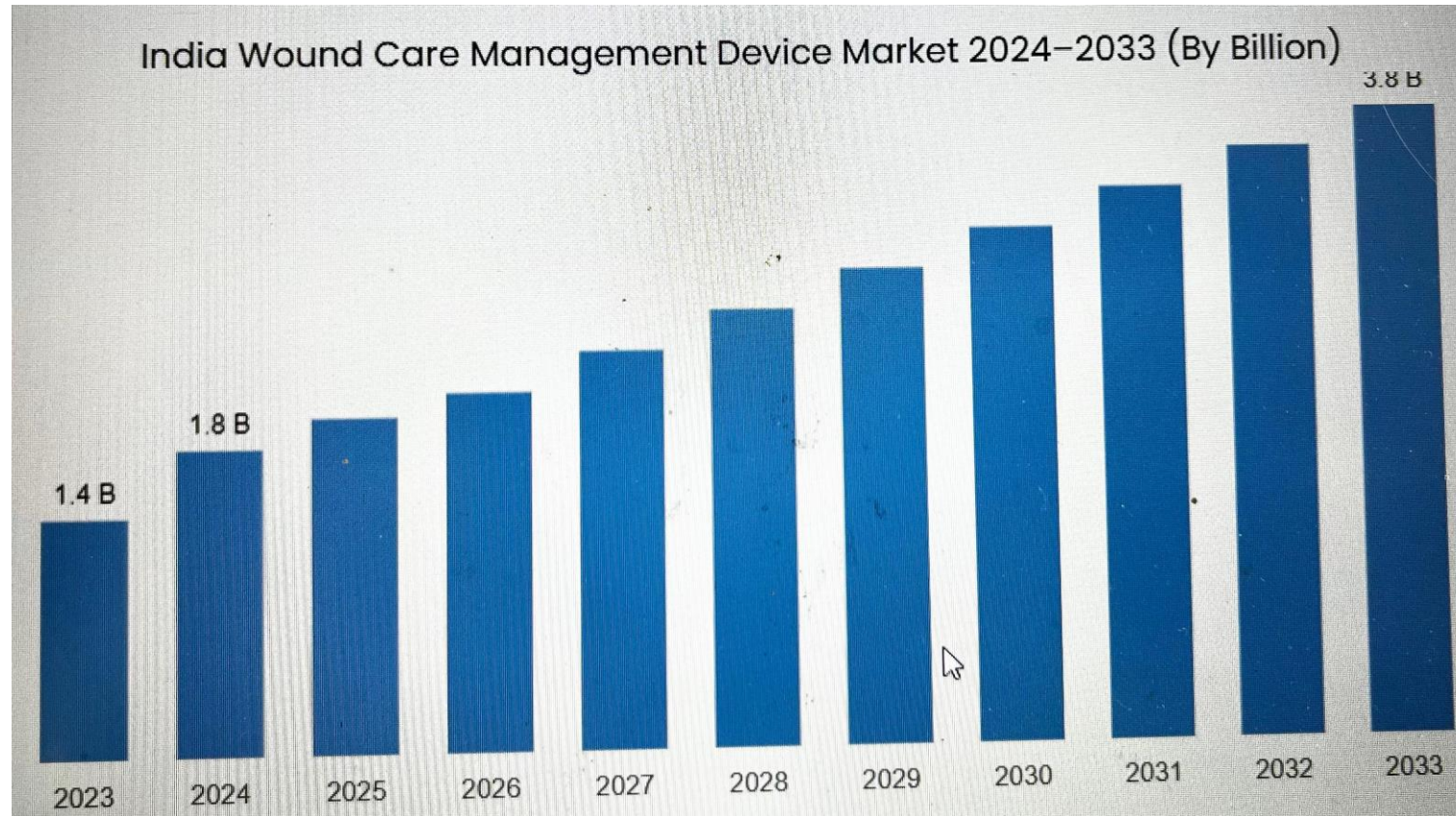


Discussions

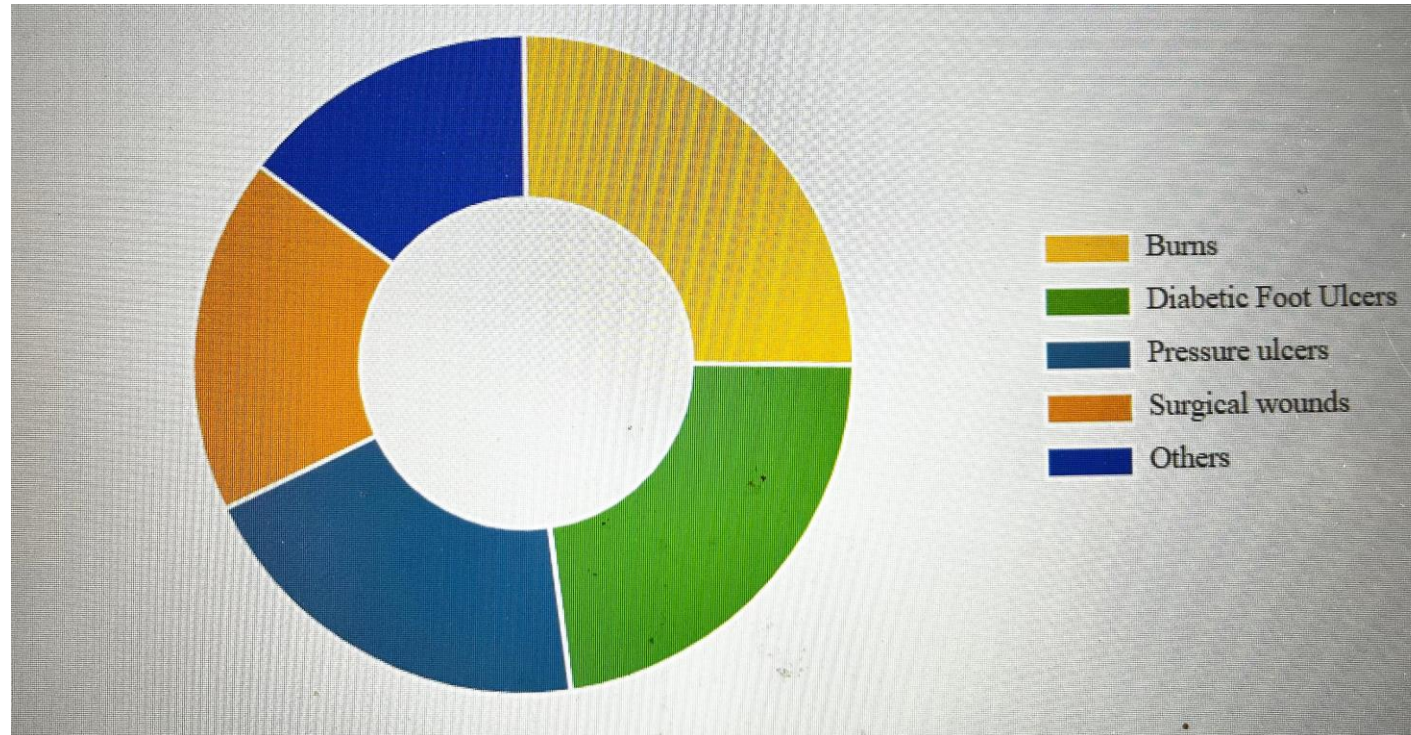
- It was observed that out of total sample population of 250, the age group from **25-35** is around 57 people, among which 41 people were in support of for cost benefits of NPWT over traditional dressings, which is nearly **71.9%** of the population from age group 25-35 years
- From the age group **35-45** years of age, I have collected the data from around 66 people, and I have analyzed that out of 66 people in support of for cost benefits of NPWT over traditional dressings which is around **78.7%** of the population.
- From Age group **45-55** we have collected the data from around 64 people, out of which 35 in support of for cost benefits of NPWT over traditional dressings which is around **39%** of the population.

- From age group **55- 70**, we have collected the data from around 40 people, out of which in support of for cost benefits of NPWT over traditional dressings which is **42.5 %** of population.
- And from age group **70-80** we have collected the data from around 23 people, out of which 8 in support of for cost benefits of NPWT over traditional dressings which is around **34.7 %** of population.
- From the above data it has been observed that from age group 25-35, 78.7 % of the people in support of for cost benefits of NPWT over traditional dressings and from 18-25 year of age 71.9% in support of for cost benefits of NPWT over traditional dressings, that is the youth is much more in support for cost benefits of NPWT over traditional dressings

Indian wound care management market



NPWT market 2024 (By application)



Key Drivers for Growth

- India has a high prevalence of chronic wounds like diabetic foot ulcers and pressure ulcers due to a growing diabetic population and aging population
- NPWT has gained wide acceptance in India due to its ability to expedite wound healing, minimize infection risk, and enhance patient outcomes.
- NPWT can decrease hospital stays, minimize the need for expensive treatments, and increase overall wound management efficiency, helping healthcare institutions improve patient care while reducing costs.

Results & Discussions

- In 2024, the Indian market for wound care management devices, which includes NPWT, was estimated to be worth \$1.8 billion.
- The Indian NPWT market is anticipated to reach \$3.8 billion by 2033, growing at a 4.3% CAGR.
- One major factor influencing the adoption of NPWT in India is the rising incidence of chronic wounds, such as pressure ulcers and diabetic foot ulcers.
- Greater acceptance and use of NPWT by health professionals as a result of its capability to improve patient outcomes, reduce infection risk, and increase the speed of wound healing.
- Government strategies and programs promoting sophisticated treatments for wound care, including NPWT.
- The authors noted that NPWT device refinements often increase effectiveness and patient compliance due to improved mobility and connectivity



THANK YOU
