Global NPWT Market Opportunities Until 2019

Description: The growth expected in the Global wound care market can be attributed to an expanding population and high prevalence of chronic wounds due to diabetic ulcers, arterial ulcers, etc. Growing confidence of physicians in NPWT technology and patient awareness are also among the major driving forces for this market. Further, the market is poised to grow due to high-growth portable NPWT systems which have been recently approved in Japan and Australia. Some of the companies operating in this field are some of the companies competing in this market are Kinetic Concepts Inc., Medela, Inc., Daewoong Co., Ltd., Smith & Nephew Plc, and Talley group Ltd.

The NPWT technique is well accepted in developed countries as compare to developing and under developed countries. Globally, The United States forms the major market for wound care since favorable reimbursement rates in the country further boosts the acceptance and uptake of this therapy. The U.S is followed by Europe. The APAC region is one of the most attractive markets as it covers both developed and developing economies with high potential. Among developed nations, Japan has become a key market in the region after the 2010 reimbursement approval for NPWT. In Australia, the rate of amputation due to diabetes is higher compared with some developed countries and there has been a 30 per cent increase in the number of diabetic-foot amputations in the last decade.

However, the Global NPWT market has not reached its full potential due to lack of awareness, high costs of procedure and consumables followed by a lack of availability. Additionally, there is a shortage of trained practitioners who can handle life-threatening complications, such as bleeding associated with NPWT use. Further, the market is restrained by its limitation of use on actively infected wounds, undrained and malignant wounds, tissue necrosis and fistulas. Now the companies are working towards the development of single use disposable NPWT devices to reduce the risk of contamination.

This recently published strategic market report, "Global NPWT and NPWT Consumables Market through 2019 - Strategic Business Report", analyzes the NPWT and consumables market for the continent and individual countries. It reviews historical trends and forecasts (2005-2019) the annualized trends for sales in terms of value and volume, market growth, pricing (Average Selling Price or ASP), competitive landscape, market share, market drivers and restraints. It offers a cross-category comparison for the historical and forecast period. It also provides global industry developments for the last two years, including M&As, partnerships, clinical studies, pipeline, product approvals and launches, recalls and litigations, market dynamics, market drivers and restraints.

Reasons to Purchase:

- Analyze the market, business environment and growth opportunities.
- Formulate market and business strategies based on market trends, market drivers, market restraints and challenges in the Global NPWT and consumables market.
- Frame competitive product launch and product strategies based on competitive landscape in the individual countries.
- Design capital investment strategies based on forecast high potential segments.
- Capitalize opportunities in high-growth geographies and attractive markets.
- Identify in-licensing and out-licensing opportunities, and recognize potential business partners and M&A targets.
- Plan for raw material and inventory in advance.
- Prepare management and strategic presentations using the market data.

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