Australia and New Zealand Market Study on Surgical and Respirator Masks: Australia to Witness Highest Growth by 2021

Description: Surgical and respirator masks can be defined as medical devices that are used to cover mouth, nose and chin, in order to protect the healthcare professionals and patients against droplets, including large respirator particles. Surgical and respirator masks are mainly used in hospitals and day surgery centers by physicians, independent dental surgeons, veterinary surgeons and life science professionals.

The surgical and respirator mask market in Australia and New Zealand report begins with an overview. To sum it up, surgical and respirator mask products include basic surgical masks, anti-fog foam surgical masks, fluid/splash resistance surgical masks, standard fluid resistance surgical masks, face-shield fluid resistance surgical masks, standard respirator masks and particulate respirator masks.

The surgical and respirator mask market is segmented into:

1) Surgical and respirator masks, by product type
2) Surgical and respirator masks, by nature
3) Surgical and respirator masks, by end user
4) Surgical and respirator masks, by distribution channel

This report covers the surgical and respirator mask market performance in terms of the revenue contribution. This section additionally includes PMR’s analyses of the key trends, drivers, restraints and opportunities, which are influencing the surgical and respirator mask market. Impact analysis of the key growth drivers and restraints, based on the weighted average model, is included in this report on the surgical and respirator mask market in Australia and New Zealand, to better equip and arm clients with crystal clear decision-making insights.

The surgical and respirator mask market in Australia and New Zealand is mainly driven by factors such as the rise in the number of surgical procedures leading to an increased use of surgical and respirator masks, growing health and hygiene concerns, and product innovation. However, restraints faced by the surgical and respirator mask market in Australia and New Zealand are market saturation, along with unmet consumer needs, limited product availability and competition between large multinational and local players.

By product type, the surgical and respirator mask market in Australia and New Zealand is segmented into basic surgical masks, anti-fog foam surgical masks and fluid/splash resistant surgical masks. Of these, the fluid/splash resistant surgical mask market accounted for 42.2% share of the overall surgical and respirator mask market in 2014, followed by the anti-fog foam surgical masks and basic surgical masks segment. The fluid/splash resistant surgical masks segment is further sub-segmented into standard fluid resistant surgical masks and face-shield fluid resistant surgical masks. The respirator mask segment covers standard respirator masks and particulate respirator masks. The particulate respirator masks segment is further sub-segmented into cone-shaped respirator masks and flat-folded respirator masks.

By end use, the surgical and respirator mask market in Australia and New Zealand is segmented into hospitals (acute), day surgery centers, general physicians, independent dental surgeons, veterinary surgeons and life science professionals. Among all the aforementioned segments, the hospitals (acute) segment is expected to dominate the surgical and respirator mask market in Australia and New Zealand, accounting for around 45% share of the overall market by 2021, and expanding at a CAGR of 3.2% during the forecast period, i.e. 2015–2021.

Based on the distribution channel, the market is segmented into hospitals, acute care centers, clinics, drug stores and online sales. Of the above-mentioned segments, the online sales segment is expected to expand at the highest CAGR of 5.8% during the forecast period. However, the hospitals segment is expected to dominate the surgical and respirator mask market in terms of share contribution, accounting for 43.3% share of the overall market by 2021. Also, in terms of nature, the surgical and respirator mask market is analyzed with a focus on disposable surgical masks, reusable surgical masks, disposable respirator masks and reusable respirator masks.
Key players profiled in this report on the surgical and respirator mask market in Australia and New Zealand include 3M Company, Smith & Nephew Plc., MölnlyckeHealthcare Inc., Medline Industries, Inc., Halyard Healthcare Inc. and Ansell Healthcare LLC. These key market players have been profiled on the basis of various attributes, such as company overview, recent developments, growth strategies, sustainability and financial overview.

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