Medical and Hygiene Textiles: Initiatives for Growth

Description:

The Medical and Hygiene sector is an important and constantly evolving area of the technical textiles industry. Information about this market is discrete and difficult to review as a whole. This new report pulls together more than 45 case studies from the principal companies operating in the medical textile and disposable hygiene product sectors and uncovers a variety of changes in the industry's landscape over the past 10 years.

Changes include well-known companies moving away from the medical textiles business altogether. BBA Group plc, for example, formerly a major supplier of nonwovens, divested its materials technology division, which became Fiberweb plc. Meanwhile, other high profile players, such as Cardinal Health, have consolidated their position via acquisitions.

What has not changed is the continuing rising demand from the healthcare market. However, that demand is now coming increasingly from emerging markets, as consumers are able to gain improved access to such products as disposable diapers. At the other end of the spectrum, an ageing population means that demand is growing in certain geographical markets for such products as incontinence pads.

This report includes:

- Up-to-date financial, commercial and product information on over 45 principal participants in the industry
- An overview of how companies have weathered the economic crises of the past five years
- The strategies companies have adopted in order to survive in this expanding and competitive market
- The pressures which will be exerted on these companies and the outlook for the future

Significant trends include:

- The importance of the sustainability of resources
- Continuing to extend and consolidate activities in emerging markets
- The constant search for innovations to entice new markets
- Avoidance of wasteful production methods
- Environmental protection issues

WHO SHOULD BUY THIS REPORT:

In a single volume, this publication offers a unique research tool for manufacturers and suppliers of medical textiles and disposable hygiene products, corporate advisors, materials and equipment suppliers, financial analysts and those who need to understand and follow this fast-moving sector.

THE AUTHOR:

Paula Read is an established and respected international journalist with many years' experience in the technical textiles industry. As well as editing the monthly newsletter Biomedical Materials for over 20 years, Paula's work has been published in many leading materials publications worldwide.

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