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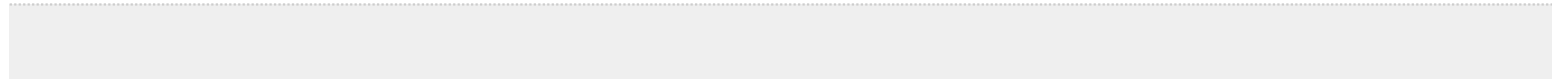
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# Antimicrobial and Interactive Dressing Advancements from Organogenesis, Shire, Convatec Fuel \$7.2 Billion Wound and Tissue Market



*New Negative-Pressure Wound Therapy Entrants Cause Market Share Gains and Loses, Price Volatility*

VANCOUVER, Oct. 18, 2011 /PRNewswire/ - According to a new report by iData Research ([www.idataresearch.net](http://www.idataresearch.net)), the leading global authority in medical device market research, the U.S. wound and tissue management market was valued at \$7.2 billion in 2011 and will reach over \$10.4 billion by 2018. Growth will be fueled by advancements in antimicrobial and interactive dressings as well as synthetic tissue sealant and anti-adhesion adoption. The negative-pressure wound therapy (NPWT) segment is expected to see a decline but re-bound by 2014.

"Growth in the NPWT segment is expected to drop as Medicare rolls out competitive bidding and manufacturers drop-prices in an effort to win Medicare contracts for a given region," says Dr. Kamran Zamanian. "By 2014, the market will re-bound at high double-digit growth rates due to increased product awareness from new market entrants such as Ohio Medical, Medela and Innovative Therapies, as well as higher unit sales, as a result of lower prices."

The report states that the interactive dressings segment experienced over 20% growth in 2010 due to the success of Dermagraft®, a skin-substitute product from Shire. Organogenesis and Shire are battling for control of this segment, which will be one of the fastest-growing as skin-substitutes become indicated for a greater range of conditions such as chronic wounds and diabetic foot ulcers. Furthermore, the antimicrobial dressings segment, led by Convatec, is expected to grow rapidly from the need to reduce facility-acquired infections and combat drug-resistant bacteria.

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the need to reduce injury acquired infections and combat drug resistant bacteria.

"The tissue sealant segment, led by Baxter, Ethicon, Cryolife and Covidien, is another area that will see strong growth particularly for synthetic and protein-based products," says Dr. Zamanian. "Tissue sealants are gaining acceptance in the medical community and are being increasingly used in plastic surgery procedures."

For more information, register **free** on iData's website at:

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iData's 4-report series on the: "*Markets for Wound and Tissue Management*" provides a comprehensive analyses of the dressings, wound-closure, compression-therapy, hemostats, tissue sealants, NPWT and more.

#### About iData Research

iData Research ([www.idataresearch.net/idata/discoveridata.php](http://www.idataresearch.net/idata/discoveridata.php)) is an international market research and consulting group focused on providing market intelligence for medical device, dental and pharmaceutical companies. iData covers research in: wound-management, therapeutic-support-surfaces, endoscopy and more.

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