

# Introduction

- During the last decade issues around hygiene and healthcare associated infections, regulations and the rising cost of health and patient care, have been highlighted by authorities, professionals and industry.
- We have, therefore, gathered data to give updates on the developments in:
  - Demographics in the World, Europe and six Western European countries
  - Healthcare associated infections
  - Recent European regulations and standards
  - Healthcare data and statistics
  - Frequent surgical procedures – in-patient and ambulatory care
  - Demand for single-use surgical drapes and gowns in surgical settings
  - Supply chain and industry participants
  - Market potential and trends
- The result is “Insights on Single-use Nonwoven Surgical Drapes and Gowns”, a report in three parts.

# Objective, Target Audience and Reporting

- The objective with this series of reports is to provide insights to the opportunities in single-use surgical drapes and gowns using nonwovens
- Target audiences are industry participants, i.e. producers of materials and finished products in surgical care, and professionals in the management of surgical care, marketing, business development and R&D
- The reports are issued in three parts
- Reporting in an easy-to-use pdf/power-point format
- Specific customer related questions can be added upon request

# Scope and Methodology

- The report consists of three parts that are published individually
  1. Market drivers, medical aspects, demographics and health economics, country facts and the market for surgical drapes and gowns
  2. Case studies, about surgical drapes and gowns, materials, technologies, supply chain and industry participants, demand and estimated market size
  3. Regulatory aspects, issues in the operating room, professionals, experts and organizations, outlook in surgical care
- The study includes six key markets in Europe
  - France, Germany, Italy, Spain, Sweden, and United Kingdom (EU6)
- Research time frame: 2000 – 2011
- Information gathered from latest available public and purchased data, official sources, and country-based sources issued by local authorities

# About Engqvist Consulting

- Engqvist Consulting, headed by Helena Engqvist, was founded in 2004 and supports Fortune 500 companies and SMEs in consumer and health care products.
- This report has been prepared by Helena Engqvist.
  - Experienced professional with core competencies in nonwovens, hygiene and health care products, consumer insight and business analysis, R&D and technology.
  - Career spans 30 years in management positions at Novartis in Switzerland, Johnson & Johnson in Germany and the U.S., and SCA in Sweden.
  - Frequent writer in international trade journals and speaker and moderator at conferences.
  - M.Sc. in Chemical Engineering from Chalmers Technical University, and executive MBA, Gothenburg, Sweden.

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