

Wound Care in Costa Rica

September 2023

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Wound Care in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The return of sports, adventure and children at schools, drives sales Children's love of licensed band aids leads to increasing sales in 2023 3M Costa Rica SA retains its lead with well trusted, recognised brands

PROSPECTS AND OPPORTUNITIES

Paediatric wound care could attract more parents and increase sales Lower cost outlets offering affordable wound care are gaining share Wider availability boosts sales of first aid kits, offering consumers convenience

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DISCLAIMER

DEFINITIONS

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