

Wound Care in Hungary

October 2023

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Wound Care in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation boosts current value growth but depresses volume sales Sticking plasters/adhesive bandages shows slowest rate of decline in volume terms Beiersdorf, Orkla Care and Hartmann-Rico remain the overall leaders

PROSPECTS AND OPPORTUNITIES

Maturity and population decline will continue to subdue demand Sticking plasters/adhesive bandages set to remain the most resilient performer Increasing competition should stimulate added-value launches

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