

Wound Care in Argentina

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Static demand, due to the negative impact of economic crisis
Product innovation expands scope to include deeper wounds
Beiersdorf (Argentina) dominates sticking plasters/adhesive bandages

PROSPECTS AND OPPORTUNITIES

Return to normal lifestyles will continue to support wound care sales
Consumer price-sensitivity set to remain high, as high rate of inflation continues to erodes purchasing power
Private label sales are expected to continue to grow, especially within gauze, tape and other wound care

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Consumer Health in Argentina - Industry Overview

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