

# Wound Care in Poland

September 2023

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# Wound Care in Poland - Category analysis

# **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Wound care products see more stable demand Wound care for Ukrainian refugees is still essential Convenience of use becomes more important factor in purchasing decisions

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Growth opportunities appear to be limited Private labels will continue to rise Bricks-and-mortar pharmacies will continue as most important distribution channel

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