

Wound Care in Kazakhstan

September 2023

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Wound Care in Kazakhstan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low prices support demand in a mature category

Call for first aid kits benefits from return to active lifestyles

Low prices exert a strong influence on a highly fragmented competitive landscape

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Lifestyle and demographic factors offer growth opportunities

Sustainable and hypoallergenic offers to enjoy a competitive advantage

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DISCLAIMER

DEFINITIONS

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