

Wound Care in India

November 2023

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Wound Care in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Maturity of wound care prevents dynamic growth Transparent adhesive bandages are relatively new to the category Focus on scalability drives volume growth

PROSPECTS AND OPPORTUNITIES

Increasing popularity of sports will contribute to growth Diverse online platforms to build the e-commerce presence of wound care Low margins will continue to be a challenge for brands

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DISCLAIMER

DEFINITIONS

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