

# Wound Care in South Africa

October 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Wound care is a small category in 2023 due to a lack of demand

Wound care is considered non-essential in South Africa and only bought when a need arises

Leading brands such as Elastoplast drive category innovation

### PROSPECTS AND OPPORTUNITIES

Consumers seek the cheapest alternatives when it comes to wound care

There is little to no innovation within this category

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