

# Wound Care in Italy

September 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

More time spent out-of-home boosts demand for wound care  
Increase in surgeries set to boost sales of sticking plasters/adhesive bandages  
Pharmacies and grocery retailers continues to dominate, but e-commerce gaining ground

### PROSPECTS AND OPPORTUNITIES

Category maturity and falling birth rates likely to impede the growth of wound care  
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