



Euromonitor
International

Wound Care in the United Kingdom

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

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COSRX and Starface reshape consumer behaviour with acne-focused wound care

Pharmacy First scheme increases advice-driven purchases but limits volume growth

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Chart 2 Value Sales by Category 2026

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Retailers to embrace AI and fast delivery to capture infrequent bulk purchases

Sticking plasters to retain dominance as gauze and tape to outpace

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Retail e-commerce leads on value while offline channels retain supporting role

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