

# Wound Care in Indonesia

September 2023

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# Wound Care in Indonesia - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Demand for products to deal with wounds from a c-section

Products for sensitive skin demanded by adults

Hansaplast maintains its dominance thanks to education and regular innovations

#### PROSPECTS AND OPPORTUNITIES

More sports activities and the rising population will contribute to growth

Waterproof products set to increase in popularity

Growth of e-commerce to continue, although offline retail will remain dominant

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### **DISCLAIMER**

# **DEFINITIONS**

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