

# Wound Care in Portugal

September 2023

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## Wound Care in Portugal - Category analysis

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#### 2023 DEVELOPMENTS

Uptick in sport and leisure activities driving demand for wound care

Private label strengthens its position against a backdrop of economic uncertainty

Lack of innovation limits stronger growth

#### PROSPECTS AND OPPORTUNITIES

Growth expected to slow due to category maturity

Price sensitivity likely to remain high as the impact of inflation continues to be felt Brands will need to innovate to compete with private label

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