

Wound Care in Australia

September 2023

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Wound Care in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing demand for wound care as life returns to normal for Australians
Lack of product development and competition leads to stagnant shares
Supermarkets stronger in wound care than in other OTC categories

PROSPECTS AND OPPORTUNITIES

Steady increase forecast for wound care, despite maturity

Potential for further improvement in environmental sustainability

Innovation forecast to be minimal, with limited new product development

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DISCLAIMER

DEFINITIONS

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