

Wound Care in Peru

October 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wound care benefits from consumers' return to active, out-of-home lifestyles
Eye-catching brand extensions needed to stand out in a mature category
Pharmacies remains the leading channel for wound care, with other channels showing potential

PROSPECTS AND OPPORTUNITIES

Wound care remains a rather basic category
Targeted-to-audience products will help to boost brand image
Supermarkets will become a more relevant channel over the forecast period

CATEGORY DATA

Table 1 - Sales of Wound Care by Category: Value 2018-2023
Table 2 - Sales of Wound Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Wound Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Wound Care: % Value 2020-2023
Table 5 - Forecast Sales of Wound Care by Category: Value 2023-2028
Table 6 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

Consumer Health in Peru - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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