

Wound Care in Ecuador

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased volume sales, as society more active post pandemic

Lack of investment in new product development

Licensed products push sales for children

PROSPECTS AND OPPORTUNITIES

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Collaborative success, with private label and branded partnerships in first aid kits

Potential for natural trend in wound care, with organic, hypoallergenic and environmentally-friendly options

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DISCLAIMER

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