

Wound Care in Taiwan

October 2023

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Wound Care in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand picks up as consumers replenish supplies and resume normal routines Increased hygiene concerns strengthen interest in more advanced product types 3M Taiwan Ltd continues to dominate wound care

PROSPECTS AND OPPORTUNITIES

Maturity and population decline expected to depress volume sales Innovation will be heavily influenced by population ageing Sustainability credentials set to become a more important selling point

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DISCLAIMER

DEFINITIONS

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