

# Wound Care in Belgium

September 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sales benefit from more favourable conditions in 2023 although inflation impedes stronger volume gains  
Pharmacies struggling to compete with the lower prices offered by grocery retailers  
Beiersdorf's Hansaplast retains its healthy lead but faces growing competition from generics and private label

### PROSPECTS AND OPPORTUNITIES

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### DISCLAIMER

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