



Euromonitor  
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# Wound Care in Norway

September 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Rising demand for wound care is driven by outdoor lifestyles and an ageing population

Norgesplaster AS increases its share to become the most dynamic player in 2025

Pharmacies continue to lead sales while retail e-commerce gains ground

### PROSPECTS AND OPPORTUNITIES

Steady growth expected as quality gains ground within wound care

Advancements in wound care will remain product-focused as digital integration lags

Sustainability will remain secondary, but wellness-driven preferences are set to gain ground

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### DISCLAIMER

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