

Wound Care in Georgia

September 2023

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Wound Care in Georgia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased volume sales, as society more active post pandemic Santavik retains lead, thanks to long-standing presence and affordability Pricing main driver of value sales

PROSPECTS AND OPPORTUNITIES

Minimal growth over forecast period Diminishing brand loyalty, as price drives value sales Added-value needed to stand out from the crowd

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Consumer Health in Georgia - Industry Overview

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MARKET DATA

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DISCLAIMER

DEFINITIONS

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