



**Euromonitor
International**

Wound Care in US

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

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Price-led growth concentrates sales around adhesive bandages

Retailers and manufacturers streamline ranges to boost efficiency

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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Adhesive bandages innovation set to drive concentration and value growth

Manufacturers set to narrow portfolios to sustain pricing power and efficiency

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Pharmacies sustains lead as mass retailers and inventory discipline shape the shelf

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COUNTRY REPORTS DISCLAIMER

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