



Euromonitor
International

Wound Care in Philippines

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Affordable hydrocolloid innovation drives value growth

Private label expansion accelerates product differentiation

Diversified sourcing and local assembly strengthen resilience during supply disruptions

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Affordable innovation expected to support sustained value growth

Specialised benefits to become critical as basic products commoditise

Supply reliability set to become a competitive advantage

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Philusa retains leadership despite gradual fragmentation

Distribution scale and affordability reinforce established leaders

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Health and beauty specialists lead through accessibility and consumer trust

Retail e-commerce grows through planned purchases and wider assortment

Chart 1 Retail Channels 2021-2026

PRODUCTS

Moist healing technology moves from clinic to household

Targeted plasters turn functional claims into tangible products

Innovation shields margins and deepens consumer loyalty

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Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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