Euromonitor International

Wound Care in Côte d'Ivoire

November 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Affordability supports wound care growth
Sticking plasters/adheseive bandages sustain growth as gauze accelerates
Asepsy wins share as expansion targets informal sellers
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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Pharmacies to prioritise affordable formats as income growth expected to lag
Affordable bandages drive sales as gauze accelerates with self-care Guaze, tape and other wound care projected to see strong growth
Certified local brands are anticipated to gain as trust improves
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

BNS Medical maintains steady lead as Mediplast share contracts
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Pharmacies anchor sales as regulation and trust hold firm
Regulatory barriers limit digital expansion in wound care
Chart 1 Retail Channels 2021-2026

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Chart 1 Population 2021-2031
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COUNTRY REPORTS DISCLAIMER

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