

Wound Care in Germany

November 2024

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Wound Care in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for wound care supported by outdoor activities More advanced and natural products emerge within wound care Beiersdorf retains convincing lead, but private label offers competition

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Stable growth predicted for the forecast period Consumers' economic caution will continue to support private label sales Positive future for retail e-commerce within wound care

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DISCLAIMER

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