



Wound Care in the US

September 2024

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Wound Care in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Maturity continues to limit growth in wound care

Kenvue remains at the forefront of wound care, offering a diverse range of high-quality products

Retail e-commerce emerges as a popular distribution channel for wound care

PROSPECTS AND OPPORTUNITIES

Product innovation, while currently constrained, will be key to drive value growth

Dangerous “forever chemicals” may hinder the growth prospects for wound care

Maturity and declining population to limit volume growth; however, sustainability credentials set to become an important selling point

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