



Wound Care in Saudi Arabia

September 2023

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Wound Care in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased awareness and greater activity support continued demand

Consumers continue to favour waterproof wound care products

Nexcare continues to lead, while Nahdi extends its range

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Physical and sporting activities set to support demand, but constraints will remain

Private label and "others" likely to continue growing

Despite growth for e-commerce, pharmacies will remain the leading channel

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DISCLAIMER

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