



**Euromonitor
International**

Wound Care in Malaysia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wound care maintains steady growth, with sticking plasters/adhesive bandages seeing further diversification
Private label offerings produced by chained pharmacies represent more serious competition to leading brands
Partnership between Alpro Pharmacy and Sugi Holdings give consumers wider access to Japanese wound care products

PROSPECTS AND OPPORTUNITIES

Wound care will continue to see healthy growth, supported by manufacturer investment in new application formats
Eye-catching designs, variety of sizes and compact packaging will boost sales
Pharmacy chain network will continue to expand but convenience stores will also gain traction

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Consumer Health in Malaysia - Industry Overview

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DISCLAIMER

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