

# Wound Care in Brazil

March 2024

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## Wound Care in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wound care continues to decline in volume terms, in the context of changing consumer behaviour  
Band-Aid continues to lead an evolving category, prioritising sustainability in compositions and formats  
Private label growth in Brazilian pharmacies: Meeting consumer demand for cost-effective solutions

#### PROSPECTS AND OPPORTUNITIES

Convenience, healthy lifestyles, and family needs will contribute to growth  
New formats could boost growth through new usage occasions  
In-store sales will continue to lead, but click and collect is increasing as a strategy

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### DISCLAIMER

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