



# Wound Care in Italy

September 2024

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## Wound Care in Italy - Category analysis

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Italian wound care category sees slow growth with sustainability emerging as differentiator  
Surgical backlog fuels recovery in post-operative adhesive bandages category  
Growing focus on sports and outdoor activities drives demand for general purpose sticking plasters

#### PROSPECTS AND OPPORTUNITIES

Consumer focus on price in wound care may hinder future growth due to focus on private label products  
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### DISCLAIMER

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