

Wound Care in Indonesia

September 2023

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Wound Care in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for products to deal with wounds from a c-section
Products for sensitive skin demanded by adults
Hansaplast maintains its dominance thanks to education and regular innovations

PROSPECTS AND OPPORTUNITIES

More sports activities and the rising population will contribute to growth
Waterproof products set to increase in popularity
Growth of e-commerce to continue, although offline retail will remain dominant

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DISCLAIMER

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