

Wound Care in New Zealand

October 2023

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Wound Care in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for wound care products increases, as New Zealanders return to their usual pre-pandemic routines

Wound care suffers from maturity

Channel dynamics remain relatively static amid slow growth of e-commerce

PROSPECTS AND OPPORTUNITIES

Growth of wound care to stabilise, following post-pandemic boom, although demographic trends could have positive effect

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