

# Wound Care in Portugal

September 2023

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## Wound Care in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Uptick in sport and leisure activities driving demand for wound care  
Private label strengthens its position against a backdrop of economic uncertainty  
Lack of innovation limits stronger growth

#### PROSPECTS AND OPPORTUNITIES

Growth expected to slow due to category maturity  
Price sensitivity likely to remain high as the impact of inflation continues to be felt  
Brands will need to innovate to compete with private label

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### DISCLAIMER

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