



Wound Care in Australia

September 2024

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Wound Care in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Australians continue to return to sport, school and work, driving sales of wound care

Band-Aid and Elastoplast dominate sticking plasters/adhesive bandages

Potential presence of industrial “forever chemicals” of concern to Australians

PROSPECTS AND OPPORTUNITIES

Relief promised for those impacted by the hidden epidemic of chronic wounds

Chemist Warehouse/Sigma Healthcare merger could challenge superiority of supermarkets in wound care's distribution

Stable forecast anticipated, with Chronic Wound Consumables Scheme the only potential obstacle

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