

Wound Care in Thailand

January 2024

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Wound Care in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of active lifestyles fuels demand for wound care
Reduced need for stockpiling wound care products, following expansion of pharmacy network
Launch of Tigerplast FLEXIE should help Tigerplast to challenge market leaders

PROSPECTS AND OPPORTUNITIES

Sustained demand for wound care products, thanks to increase in physical activity levels, greater focus on health and hygiene and expansion of pharmacy network
Growing middle class will drive demand for better quality products
Offline sales will continue to dominate on-the-go purchasing behaviour persists

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