

Wound Care in Ecuador

September 2023

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Wound Care in Ecuador - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased volume sales, as society more active post pandemic

Lack of investment in new product development

Licensed products push sales for children

PROSPECTS AND OPPORTUNITIES

Muted constant value growth in what is a staid product area

Collaborative success, with private label and branded partnerships in first aid kits

Potential for natural trend in wound care, with organic, hypoallergenic and environmentally-friendly options

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DISCLAIMER

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