



Wound Care in Ukraine

October 2024

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Wound Care in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wound care sales seeing slow recovery as Russia's war continues to impede the category's growth potential

Mixed performances seen in wound care

Competition varies across the different categories

PROSPECTS AND OPPORTUNITIES

Wound care set for growth but a full recovery is unlikely until the end of Russia's war in Ukraine

Demographic factors likely to have a mixed impact on demand

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