

# Wound Care in Belgium

September 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sales benefit from more favourable conditions in 2023 although inflation impedes stronger volume gains  
Pharmacies struggling to compete with the lower prices offered by grocery retailers  
Beiersdorf's Hansaplast retains its healthy lead but faces growing competition from generics and private label

### PROSPECTS AND OPPORTUNITIES

Economic pressures leave limited room for growth in products with added-value  
Wound care unlikely to see full recovery but warmer weather could bring some positive results  
Pure online players and private label have excellent opportunities for growth and development

### CATEGORY DATA

- Table 1 - Sales of Wound Care by Category: Value 2018-2023
- Table 2 - Sales of Wound Care by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Wound Care: % Value 2019-2023
- Table 4 - LBN Brand Shares of Wound Care: % Value 2020-2023
- Table 5 - Forecast Sales of Wound Care by Category: Value 2023-2028
- Table 6 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

## Consumer Health in Belgium - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
- Table 8 - Life Expectancy at Birth 2018-2023

### MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2018-2023
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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