

Wound Care in the Philippines

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising interest in keeping a first aid kit at home continues to support sales growth
Return to pre-pandemic daily routines beneficial for wound care sales
Innovation continues to focus on the development of antimicrobial wound care products

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A favourable scenario and strong basis for wound care to continue developing
Expansion of the core product range presents opportunities for strong sales growth
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