



# Wound Care in the United Arab Emirates

September 2023

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## Wound Care in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Huge number of new entrants and specialisation in wound care  
Sales of novelty sticking plasters/adhesive bandages are low, but growing online  
First aid kits sees more muted volume growth in 2023, following a strong year in 2022

#### PROSPECTS AND OPPORTUNITIES

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Well-known brands set to continue to dominate wound care  
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### DISCLAIMER

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