

Wound Care in South Korea

October 2023

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Wound Care in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sticking plasters/adhesive bandages sees ongoing development of materials
Medifoam aims to retain convincing leadership through further product diversification

PROSPECTS AND OPPORTUNITIES

Players will continue to invest in innovative formats to drive interest and value
Wide distribution will continue to support demand for wound care
Gel format likely to remain popular as consumers focus on healing and repairing

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DISCLAIMER

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