

Wound Care in Brazil

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Wound care continues to decline in volume terms, in the context of changing consumer behaviour
Band-Aid continues to lead an evolving category, prioritising sustainability in compositions and formats
Private label growth in Brazilian pharmacies: Meeting consumer demand for cost-effective solutions

PROSPECTS AND OPPORTUNITIES

Convenience, healthy lifestyles, and family needs will contribute to growth
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In-store sales will continue to lead, but click and collect is increasing as a strategy

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