

Wound Care in Mexico

October 2023

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Wound Care in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite several years of post-pandemic normality and activity, demand for wound care continues to decline For Mexicans, natural disasters are always looming Brands play to their strengths to remain relevant, while private label benefits from lower prices

PROSPECTS AND OPPORTUNITIES

Wound care is a mature category with few avenues for growth Birth rates are dropping, reducing major target audience Branded wound care to focus on offering higher value for each product

CATEGORY DATA

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DISCLAIMER

DEFINITIONS

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