

Wound Care in Vietnam

September 2023

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Wound Care in Vietnam - Category analysis

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2023 DEVELOPMENTS

Wound care sees rising demand in line with health and wellness trend

Use of wound care in Vietnam remains limited to sticking plasters/adhesive bandages in 2023

Key players focus on expanding distribution to enhance their presence

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Greater mobility outside of the home set to support growth of wound care

Local players unlikely to strongly compete with multinationals

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DISCLAIMER

DEFINITIONS

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