

Wound Care in Nigeria

January 2024

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Wound Care in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovative products, new technology and delivery formats drive value growth

Population growth drives sales, while pharmacists encourage customers to stock up

Beiersdorf AG continues to lead sales, offering consumers value for money

PROSPECTS AND OPPORTUNITIES

The rising prevalence of chronic diseases increases the demand for wound care

Home-made alternatives limit growth across the forecast period

Local brands gain popularity, offering affordable prices while being widely available

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DISCLAIMER

DEFINITIONS

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