

# Wound Care in Belgium

September 2023

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# Wound Care in Belgium - Category analysis

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Sales benefit from more favourable conditions in 2023 although inflation impedes stronger volume gains

Pharmacies struggling to compete with the lower prices offered by grocery retailers

Beiersdorf's Hansaplast retains its healthy lead but faces growing competition from generics and private label

# PROSPECTS AND OPPORTUNITIES

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Wound care unlikely to see full recovery but warmer weather could bring some positive results

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