

# Wound Care in Saudi Arabia

September 2023

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# Wound Care in Saudi Arabia - Category analysis

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#### 2023 DEVELOPMENTS

Increased awareness and greater activity support continued demand

Consumers continue to favour waterproof wound care products

Nexcare continues to lead, while Nahdi extends its range

## PROSPECTS AND OPPORTUNITIES

Physical and sporting activities set to support demand, but constraints will remain

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Despite growth for e-commerce, pharmacies will remain the leading channel

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#### **DISCLAIMER**

# **DEFINITIONS**

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