

Wound Care in the United Arab Emirates

September 2023

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Wound Care in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Huge number of new entrants and specialisation in wound care
Sales of novelty sticking plasters/adhesive bandages are low, but growing online
First aid kits sees more muted volume growth in 2023, following a strong year in 2022

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Rise of outdoor pursuits set to benefit wound care
Well-known brands set to continue to dominate wound care
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