

# Wound Care in Norway

September 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Positive growth continues as the return to regular daily routines makes injury more likely  
The famous Norwegian love of the great outdoors supports demand for wound care  
Orkla Group maintains leadership in wound care via Norgesplaster and Salvequick

### PROSPECTS AND OPPORTUNITIES

The return to the great outdoors to continue promoting the use of wound care  
Maturity and essential nature of wound care render innovation less relevant  
Few changes expected in distribution or competitive environment in wound care

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## Consumer Health in Norway - Industry Overview

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### DISCLAIMER

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