

# Wound Care in Japan

October 2023

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#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Leading players offer broad range of products to meet the needs of consumers in Japan Players explore new designs to capture the attention of consumers Limited edition products catch the eye of collectors and fans

#### PROSPECTS AND OPPORTUNITIES

New product development may be needed to address category maturity Functionality set to remain a key focus of innovation and new product development Education and awareness campaigns could benefit sales of wound care

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