

Wound Care in Egypt

September 2023

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Wound Care in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Customers purchase wound care when needed, tending not to stockpile goods

Pharmaplast dominates sales in a highly consolidated product area

Return of elective medical procedures to help demand

PROSPECTS AND OPPORTUNITIES

Ongoing price sensitivity will impact consumer behaviour

Ongoing challenges to growth include the unessential nature of wound care products

Higher levels of physical activity will encourage and support growth

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DISCLAIMER

DEFINITIONS

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