

# Wound Care in Lithuania

October 2023

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## Wound Care in Lithuania - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The return to active lifestyles boosts growth in wound care as injuries rise  
Competitive pricing is key to driving sales in sticking plasters/adhesive bandages  
Multinationals remain dominant; however, private label is gaining share

#### PROSPECTS AND OPPORTUNITIES

Muted growth over the forecast period as innovation is limited  
Functionality will be in demand as consumers prefer goods for individual needs  
Natural trends rises, with organic, hypoallergenic and environmentally-friendly options

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### DISCLAIMER

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