



# Wound Care in Costa Rica

September 2023

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## Wound Care in Costa Rica - Category analysis

### KEY DATA FINDINGS

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The return of sports, adventure and children at schools, drives sales  
Children's love of licensed band aids leads to increasing sales in 2023  
3M Costa Rica SA retains its lead with well trusted, recognised brands

#### PROSPECTS AND OPPORTUNITIES

Paediatric wound care could attract more parents and increase sales  
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Wider availability boosts sales of first aid kits, offering consumers convenience

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### DISCLAIMER

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