



Wound Care in Denmark

September 2023

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Wound Care in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current value and volume sales growth in 2023 for wound care

Beiersdorf leads but private label offerings continue to have a solid share of the landscape

Pricing is the main driver of value sales in 2023

PROSPECTS AND OPPORTUNITIES

Moderate growth likely over the forecast period unless significant innovation is seen

Distribution channel landscape will remain stable, but e-commerce will gain ground

Offering added value will be necessary for players to stand out from the crowd

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