



# Wound Care in the Philippines

September 2024

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## Wound Care in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Demand for wound care products continues to rise, as more consumers engage in sporting activities  
Innovation fuels growth, as players invest in cutting-edge solutions, as well as those with aesthetic appeal  
First aid kits evolve to include innovative wound care formats

#### PROSPECTS AND OPPORTUNITIES

Expected increase in chronic wounds, due to ageing population  
More consumers will engage in active lifestyles  
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### DISCLAIMER

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