



Wound Care in Morocco

September 2023

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Wound Care in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

More active lifestyles and demographic trends spur demand for wound care products
Gauze, tape and other wound care shows the most dynamic performance
Providence and Banitex continue to lead but face increasing competition

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Demographic and lifestyle factors will continue to boost category performance
Greater hygiene-consciousness in the wake of COVID-19 bodes well for wound care
More players expected to introduce bioactive products

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