



Wound Care in China

September 2024

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Wound Care in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Yunnan Baiyao and Band-Aid maintain their leading brand positions in 2024

Rising health consciousness leads to an increase in demand for products to keep at home for use when needed

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Popularity of outdoor sports expected to further drive the development of wound care

Innovative wound care products help accelerate wound healing and improve the wound monitoring process

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DISCLAIMER

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