



Wound Care in Lithuania

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

The return to active lifestyles boosts growth in wound care as injuries rise
Competitive pricing is key to driving sales in sticking plasters/adhesive bandages
Multinationals remain dominant; however, private label is gaining share

PROSPECTS AND OPPORTUNITIES

Muted growth over the forecast period as innovation is limited
Functionality will be in demand as consumers prefer goods for individual needs
Natural trends rises, with organic, hypoallergenic and environmentally-friendly options

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