



Wound Care in Malaysia

October 2023

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Wound Care in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of outdoor activities spurs growth in wound care

Continued diversification in application format of plasters/adhesive bandages

Private label offerings produced by chained pharmacies are more serious competitors to leading brands

PROSPECTS AND OPPORTUNITIES

Wound care looks set to see healthy growth over the forecast period, fuelled by investment in new product development

Pharmacy chain network will continue to expand but convenience stores will also gain traction

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