



# Wound Care in India

November 2023

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## Wound Care in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Maturity of wound care prevents dynamic growth  
Transparent adhesive bandages are relatively new to the category  
Focus on scalability drives volume growth

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Increasing popularity of sports will contribute to growth  
Diverse online platforms to build the e-commerce presence of wound care  
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### DISCLAIMER

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