

## **Wound Care in Cameroon**

Market Direction | 2024-01-19 | 19 pages | Euromonitor

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### **Report description:**

Demand for wound care is muted, compared with most other consumer health products in 2023. Consumers typically buy these products on a need basis, with only higher-income consumers keeping basic wound care items at home for potential emergencies. As the cost of living increases, some consumers are opting for unbranded or inexpensive products available through informal channels, instead of purchasing branded ones from pharmacies and supermarkets. This shift in consumer behaviour has resulted in a...

Euromonitor International's Wound Care in Cameroon report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: First Aid Kits, Gauze, Tape and Other Wound Care, Sticking Plasters/Adhesive Bandages.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Wound Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
January 2024

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