

## **Wound Care in Bulgaria**

Market Direction | 2024-09-23 | 20 pages | Euromonitor

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### **Report description:**

Wound care in Bulgaria is quite a mature category and this presents an obstacle for new players seeking to enter and establish themselves against incumbent players. Innovation and competitive pricing are needed to capture the consumers' attention and support growth. In 2024, wound care has faced challenges from the economic climate and high costs of living, which has stifled consumption. Moreover, the category is still struggling to reach pre-pandemic levels of demand, since retail volume sales...

Euromonitor International's Wound Care in Bulgaria 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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