

## **Wound Care in Greece**

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

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### **Report description:**

Maturity is a residual obstacle to development and growth in wound care in Greece. While the lifting of Coronavirus (COVID-19) restrictions and the re-opening of the market have contributed to a recovery, company investment remains limited. Given that consumers remain price-sensitive, manufacturers have limited interest in investing in the category, especially as relatively few consumers show a willingness to pay for added-value wound care products. Moreover, strong pressure on disposable income...

Euromonitor International's Wound Care in Greece 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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