



Euromonitor
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Wound Care in Greece

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth in wound care is driven by the performance of first aid kits

Beiersdorf Hellas SA maintains its lead in wound care, while Septona gains ground in 2025

Pharmacies lead wound care distribution despite rising competition from alternative channels

PROSPECTS AND OPPORTUNITIES

First aid kits designed for sports and outdoor activities is expected to drive growth

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Sports and outdoor activities will remain key sales drivers of wound care

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